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for that rugged
Lifeguard body!"



"Those 4-ring pistons
sure whittle down
runnin' cost!"

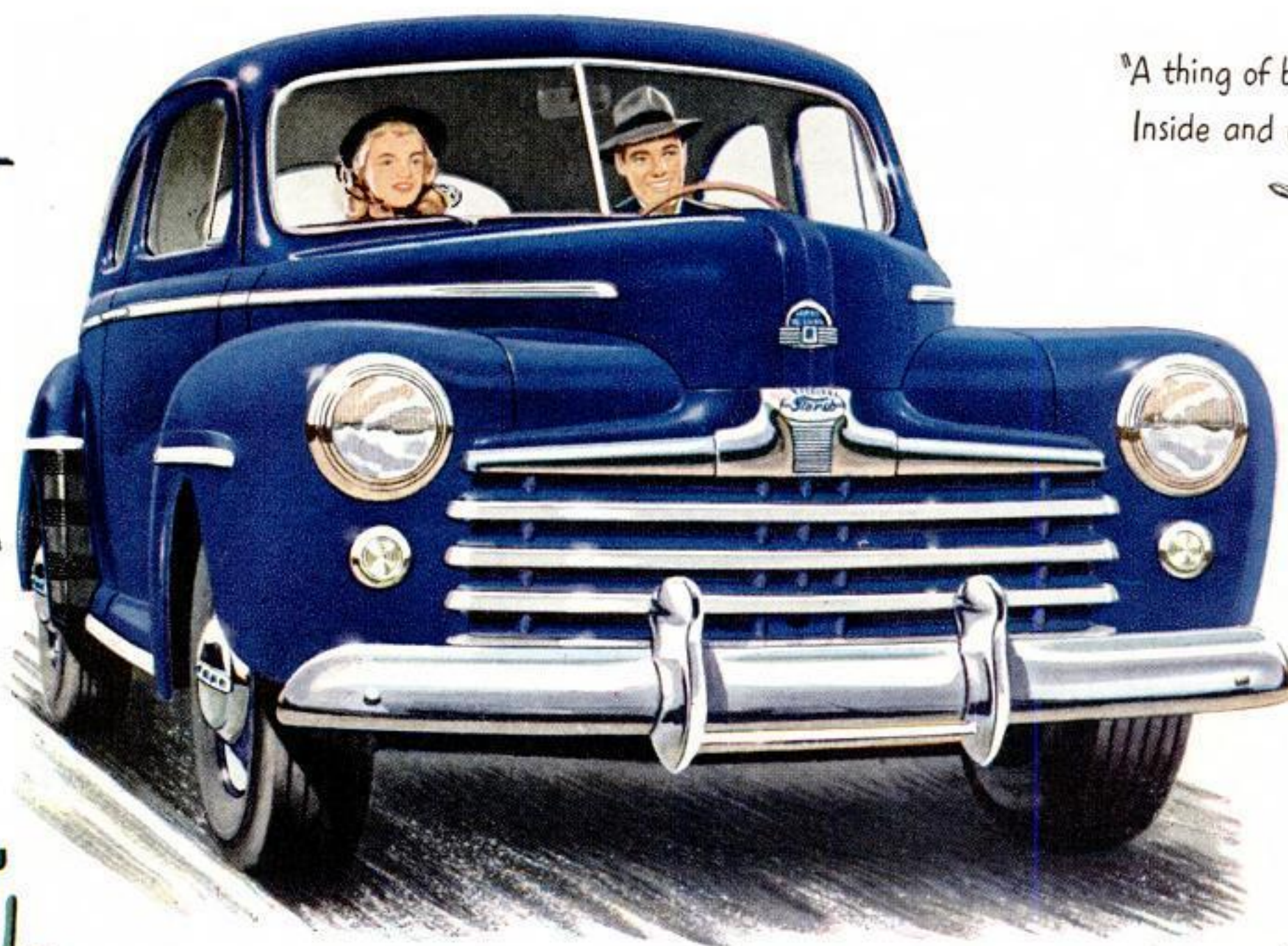
"V-8 or Six
Ford power
clicks!"



"Ford's longer, lower lines
steal all the glamour shots!"



For '47 Ford's out Front ALL OVER THE COUNTRY!



"A thing of beauty, suh!
Inside and out, suh!"



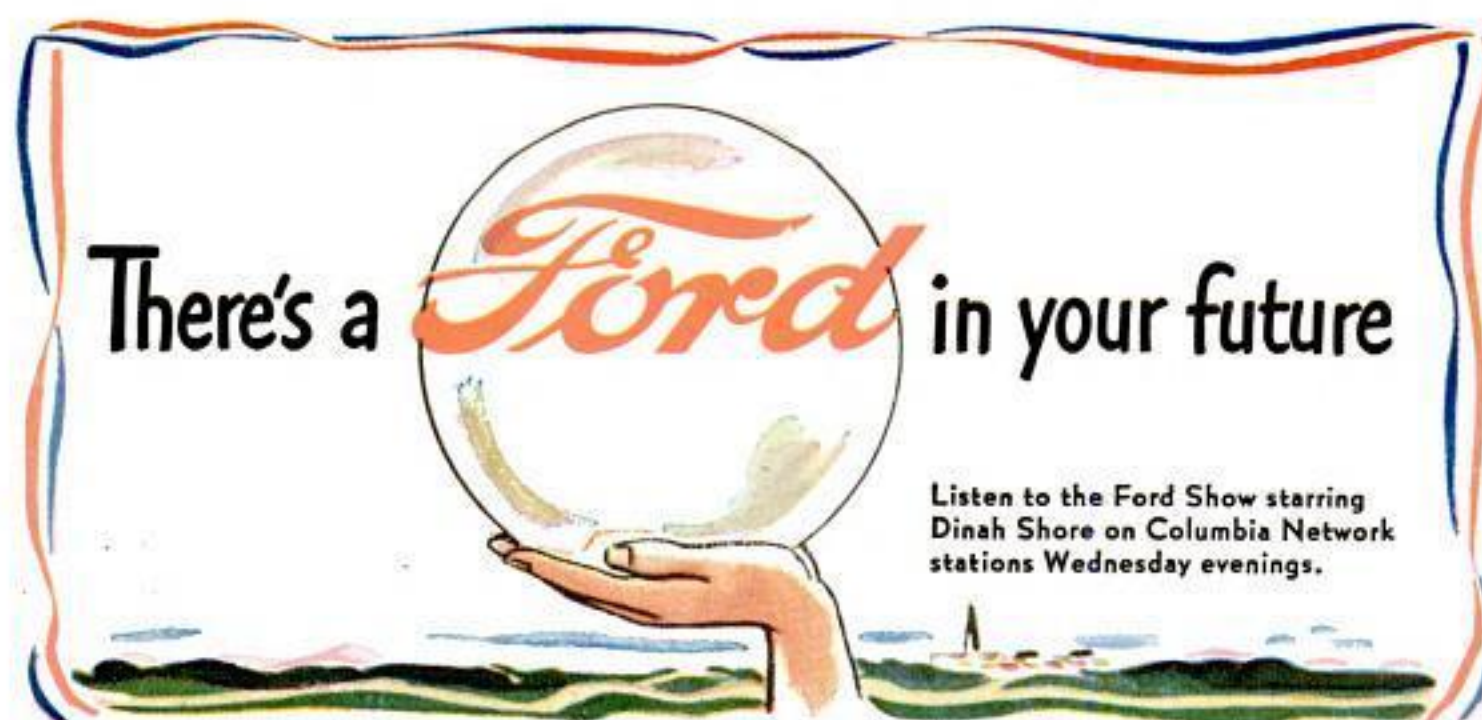
"Deep in the Heart of
you know where,
we cotton to
King-size
brakes!"



"Plenty room for whole tribe!"



"I like that
go-places
look!"

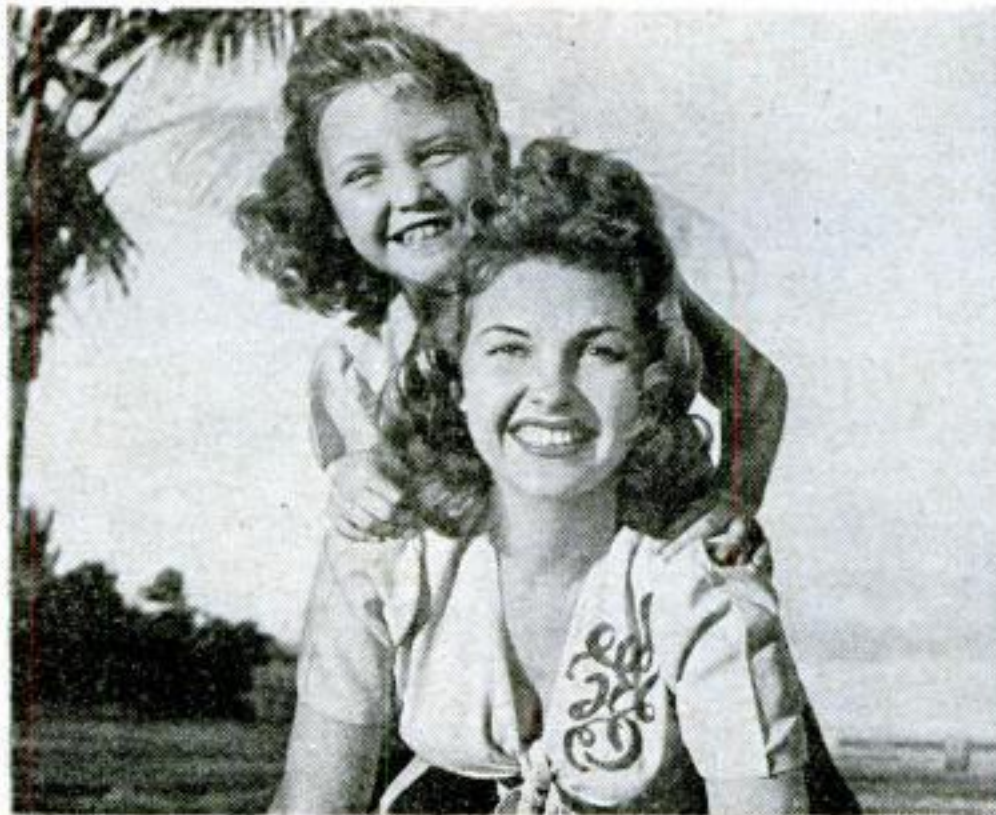


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Listen to the Ford Show starring
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Natalie Reid of Westchester, N. Y. and handsome son "Jojo"



Lovely Laura O'Banion and daughter Patty of Miami, Fla.



Youthful Kitty Higgins of Lebanon, N. J. and daughter Kate



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10 Model Mothers... 12 youngsters... 22 sparkling smiles!

THESE LOVELY MODELS have smiled at you from the covers of countless magazines. And with their children, they've brightened many a page in Ipana's famous "Model" Mother series. Now see them all together—and see how effective "model" dental care can be.

For these mothers have taught their youngsters to follow their own prized dental routine:

Regular brushing followed by gentle gum massage with Ipana, the tooth paste specially designed for this purpose.

This dental care *must* be the right one—it's based on the very same theme that thousands of schools and dentists teach—that a radiant smile depends on sparkling teeth. And sparkling teeth call for firm, healthy gums.



Virginia Swensen and son Georgie of Miami Springs, Fla.



Beverly Hills' lovely Mary Brewer and daughter Susie



"Model" Mother Evelyn Condon and Debby of New York City



New York City trio—Janet, Margaret and "Hank" Johnson



Connie Joannes Dickman and sons of West Englewood, N. J.



Nancy Shepard and "Model" Mother Harriett of Hialeah, Fla.



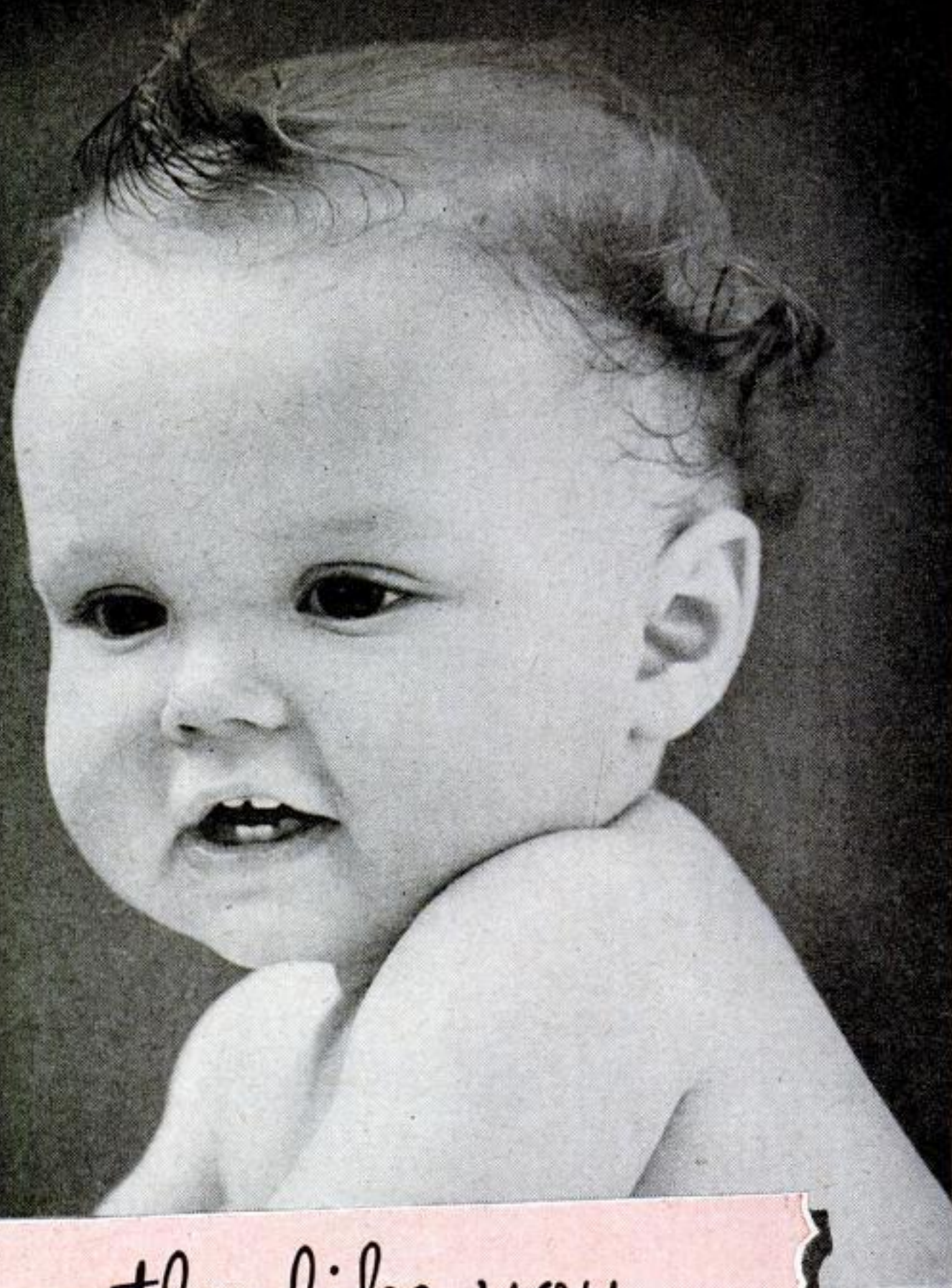
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BABY NEEDS WELL-BALANCED MEALS!

New strained soups bring Baby all the meat, all the vegetables he requires

Meat and vegetables together . . . the foods everybody enjoys at mealtime . . . now specially prepared for Baby! Specialists say *Baby needs meat and vegetables early in life*. To see that he gets them, feed these five different baby soups . . . four, the finest meat and vegetable combinations, the fifth, an all-vegetable soup of eight vegetables plus cereal. These five soups fill all Baby's requirements for meat and vegetables . . . in proper nutritional balance. The trend in baby feeding is toward well-balanced meat and vegetable combinations. Join other wise mothers . . . plan your baby's meals around Campbell's Baby Soups! Generally, they're started at three or four months. What peace of mind . . . to know that your baby is getting food as fine as any baby in the land!

Quick facts for busy mothers — about Campbell's Strained Baby Soups

- Mothers say they're better tasting . . . babies take to them!
- Feed one of the five as Baby's "main dish" at mealtime . . . serve it from a single glass jar.
- Ready to warm and serve. Keep unused portion in the refrigerator, in its own jar.
- Less waste, less fuss, than feeding single strained foods.
- Special preparation insures high vitamin, mineral retention.
- These soups can be fed as early as any strained foods. Ask your doctor "when" and "how much".
- Every grocer who sells Campbell's Soups can supply Campbell's Baby Soups.

Campbell's STRAINED BABY SOUPS
"Main-dish" foods for Baby

"BETTER TASTING!"
...MOTHERS SAY

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LETTERS TO THE EDITORS

THE MIDDLE AGES

Sirs:

When I was a young girl in high school I was taught medieval history by a nun of the Order Notre Dame de Namur. Printed forever in my mind is the fact that the Christian middle age was not dark and profane but just what you have called it, a "glowing era" ("The Middle Ages," *LIFE*, April 7).

In that little private high school in New Orleans, taught by highly educated cloistered nuns, we understood, without struggling for faith, fragrant legends like *The Juggler*.

MAY GENEVIEVE NELSON

New Orleans, La.

Sirs:

The caption beneath the picture of the German manuscript of the 13th Century states that "Matthew is at work on his Gospel . . . sharpening his pen." No medieval illuminator would have been guilty of such an esthetic hazard. The saint is holding a spatula in his left hand to flatten the wrinkly parchment as calligraphers are wont—even to this day. Were he sharpening his pen he would have held the knife in his right hand and the pen any place but over his work.

THEODORE SIZER
Director

Yale University Art Gallery
New Haven, Conn.

Sirs:

... It is unfortunate that you choose the redaction of *The Juggler* by Anatole France, who was no medievalist. The delightful translation of Alice Kemp-Welch (*Of the Tumbler of Our Lady and Other Miracles*, London, 1913) preserves better the medieval savor and the exact theological correctness that is found in all Mary miracles. . . .

The characters in the miracles were indeed fictitious; the marvels were such as sometimes try the most credulous; the unfailing apparitions of Our Lady too much to expect in normal life, but the moral that the miracles pointed was never lost. It is well summed up in the prayer, "Never was it known that anyone who sought thy intercession was left unaided."

In the Middle Ages Mary was looked on as the natural mother of God and the spiritual mother of men. The cult of the Blessed Virgin Mary was held to be one of the marks of the True Church, and where Mary was not cherished, the Church of Christ was held not to exist. The unique quality of the medieval mind, that singular sweetness, is the very spirit of the Lord's handmaiden, Mary. If our age, to be religious, must be one of redis-

covery, the rediscovery of Mary will save us much travail in finding our spiritual home.

REV. DUNSTAN STOUT, C.P.
Dunkirk, N.Y.

Sirs:

Some years ago, while doing graduate work in educational psychology at the University of Michigan, I had occasion to make a rather intensive study of the four humors of the body and their corresponding temperaments. The use of four humors as an explanation of personality and character was certainly not new with medieval man. Indeed, the study first became articulate with the Greeks; Hippocrates, the "father of medicine," first defined the doctrine of temperaments 400 years before the Christian era.

And it was Galen, the medical genius of the second century of our era, who brought about the idea of temperaments as we know them. According to him the temperaments were actual conditions arising out of the preponderance of their immediate specific humors—e.g., the preponderance of blood makes for the sanguine temperament.

The influence of Galen's ideas is to be found in both literature and science. Chaucer, Shakespeare and Ben Jonson all make use of the humors to explain the actions of their characters. Burton spent 20 years writing his monumental *Anatomy of Melancholy*, in which he spends some thousand pages tracing the full effect of the melancholic temperament upon the actions of man.

Scientifically the concept persisted far into the Middle Ages; a standard medical work of the time defines temperaments in almost the very words of Hippocrates and Galen. Even the modern psychologist discusses temperaments and humors. The psychologist Warren says that the "humoral doctrine was an early surmise as to the physiological basis of temperament, probably as correct as some more recent pronouncements concerning endocrine personalities."

Thus we can see that, whether we believe in them or not, the ideas of the two ancient physicians have wielded a tremendous power in the fields of medicine, literature and psychology for more than 2,000 years. As such they are entitled to our respect as among the great ideas of antiquity that have influenced the lives of men.

JAMES R. IRWIN

Marygrove College
Detroit, Mich.

Sirs:

You would make it seem that the era was altogether one of spiritual and

CONTINUED ON PAGE 4

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Two minutes after "GREAT EXPECTATIONS" flashes upon the screen the impact of this gripping scene (*actual size of film*) will lift 6,500 moviegoers right out of their seats!

Yes!



Charles Dickens who gave the screen the immortal drama and emotion of "David Copperfield" and "A Tale Of Two Cities," surpassed even those with the melodrama, romance and adventure of "GREAT EXPECTATIONS."

Yes!



All of these things combine to make "GREAT EXPECTATIONS" a superlative film. In it there's something for everyone—love, excitement, suspense! Every role, every detail reflect the glory of a supreme screen achievement!

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JOHN MILLS and VALERIE HOBSON in

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by CHARLES DICKENS with BERNARD MILES • FRANCIS L. SULLIVAN
and introducing ANTHONY WAGER and JEAN SIMMONS
DIRECTED BY DAVID LEAN • PRODUCED BY RONALD NEAME
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A UNIVERSAL-INTERNATIONAL RELEASE

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LETTERS TO THE EDITORS

CONTINUED

moral grandeur. That is not so. Through fear and with sweat, blood and tears the people paid for the glorification not of God but of the churchmen and overlords.

Was the common man taught to read and write? Was he permitted to own the land he worked? Were religious services he was compelled to attend conducted in a language he could understand? Did he enjoy the immunities vouchsafed the churchmen and the nobility? No. Yet you say this "glowing era" was to God's glory. The most that can be truthfully said for it is that magnificent cathedral fortresses were built at the expense of priceless human values.

RUDOLPH DIEFFENBACH
Evanston, Ill.

Sirs:

I'd like a firsthand look at some of the beautiful medieval art you reproduced in color. Is any of it in this country?

MARY LETHBRIDGE
Baltimore, Md.

●The two tapestries and the sculptured Madonna may be seen at the Metropolitan Museum of Art, the German manuscript at the Morgan Library in New York City.—ED.

Sirs:

As an amateur student of folklore I am struck with a fascinating possibility. The legend of the mid-Channel meeting of St. Scothinus and St. Barry might be the source, far removed in both time and place, of a well-known Slavic anecdote—the one that ends with, "Ah, Boris, the miracles of this age of science. You are riding from Minsk to Pinsk, and I am riding from Pinsk to Minsk, and we are both riding on the same train."

DAVID S. SAVLER
Chicago, Ill.

TOKYO ROMANCE

Sirs:

YOUR STATEMENT THAT MY BOOK "TOKYO ROMANCE" IS PROBABLY THE WORST BOOK OF MODERN TIMES IS NEAR LIBELOUS IN VIEW OF THE FACT THAT I HAVE WRITTEN WORSE MYSELF.

EARNEST HOBerecht
TOKYO, JAPAN

Sirs:

Congratulations on your choice of affable TIME-LIFESTER John Luter to portray the hero's role in *Tokyo Romance* (LIFE, April 7).

In addition to being one of the best-liked and most generous (with LIFE's jeeps—I know, I borrowed one on several occasions) correspondents in the Far East, he is also one of your hardest workers. If you think he was depressed by his involvement in the murder plot, you should see how glum he can be when his TIME offerings fail to appear. Another indication of LIFE's fairness was your inclusion of handsome Collierite Weldon James as the hero's best friend, which he still remains in real life despite the fact that he scooped TIME by four weeks with his own story of Earnest Hoberecht's best-seller (*Collier's*, March 8).

For your information Weldon James is another "old China hand," for after seeing service against the Japanese in the islands he was among the first marines to land at Tientsin after V-J Day, thus settling an old score, as he was also one of the last to

CONTINUED ON PAGE 7

"Nothing Like Richardson's
Mint to Finish Off
a Good Dinner"

Richardson's Candy Chef



U-ALL-NO

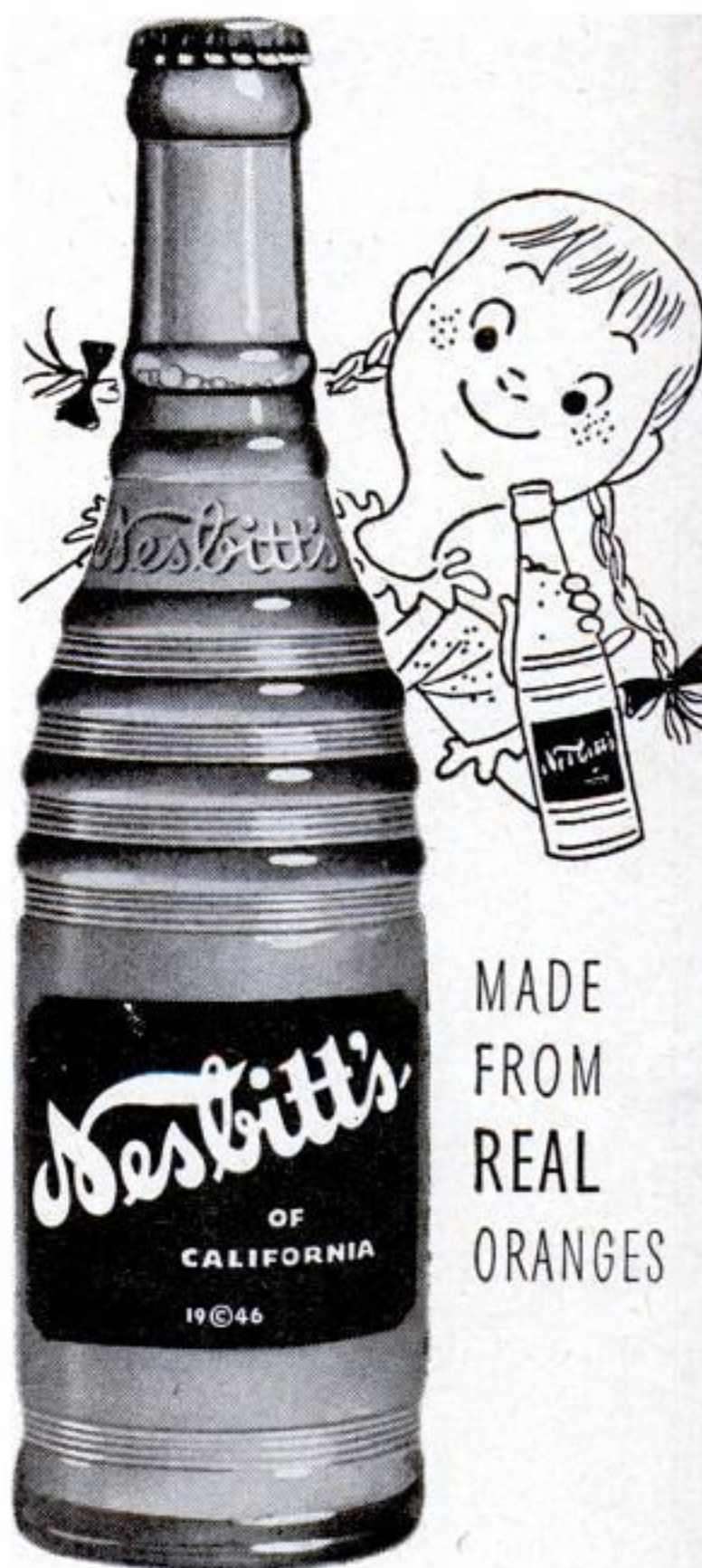
Richardson's

AFTER DINNER MINT

Pure CANE Sugar plus
Natural MINT for Flavor



Thos. D. Richardson Co., Philadelphia 34, U.S.A.



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FROM
REAL
ORANGES

Nesbitt's is made from juice of California Valencia Oranges—flavor of orange peel, citric acid from lemon juice, sugar, pure water, and a refreshing dash of carbonation.

What do you know! Eggs Chateau!



EGGS CHATEAU

Borden's Chateau works a wonder with good old ham 'n' eggs!

- 1 8-oz. package Borden's Chateau
- ½ cup milk
- 4 slices broiled or fried ham
- 4 poached eggs
- 2 English muffins or soft buns, split and toasted

Cut Chateau cheese in chunks and melt in top of double boiler. (Chateau melts as smoothly as it spreads and slices!) Add milk and stir till well blended. Place ham on halves of buns or muffins and top each with poached egg. Blanket with hot Chateau cheese sauce.

Borden's Chateau gives that sauce a special, sturdy flavor that comes from a careful blending of fine aged and mellow-mild American Cheddar cheeses. No other cheese food is quite the same. Chuck-full of whole-protein nourishment! Ideal for snacks, sandwiches, Welsh Rabbits, soufflés, salads. Available in ½-lb. package and 2-lb. loaf. (Recipe serves 4)

Borden's Fine Cheeses

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*T. M. Reg. U. S. Pat. Off.



Look what's here again—PINEAPPLE COCKTAIL SPREAD!

Back at last! The queen of cocktail spreads—the one that Borden's makes by blending sweet, golden pineapple chunks into a rich base of cream. Remember how the children gobble up sandwiches filled with Borden's Pineapple Cocktail Spread? It's a honey, too, for bridge parties and teas. Extra good on date-nut bread. (7 kinds of Borden's Cocktail Spreads to choose from now. Try every wonderful one!)



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 is irresistible when you're wearing
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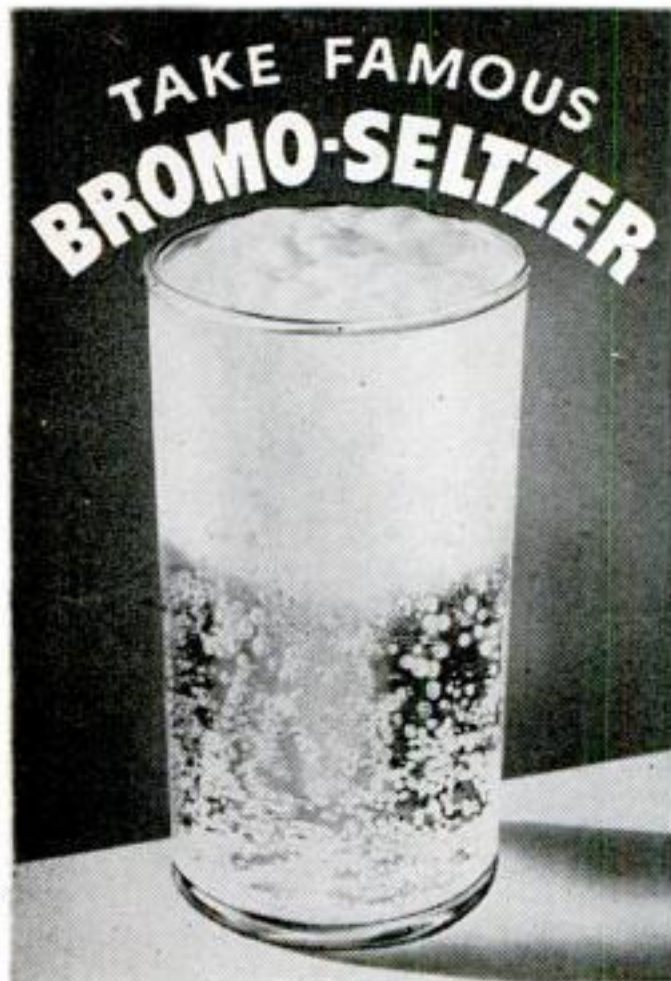
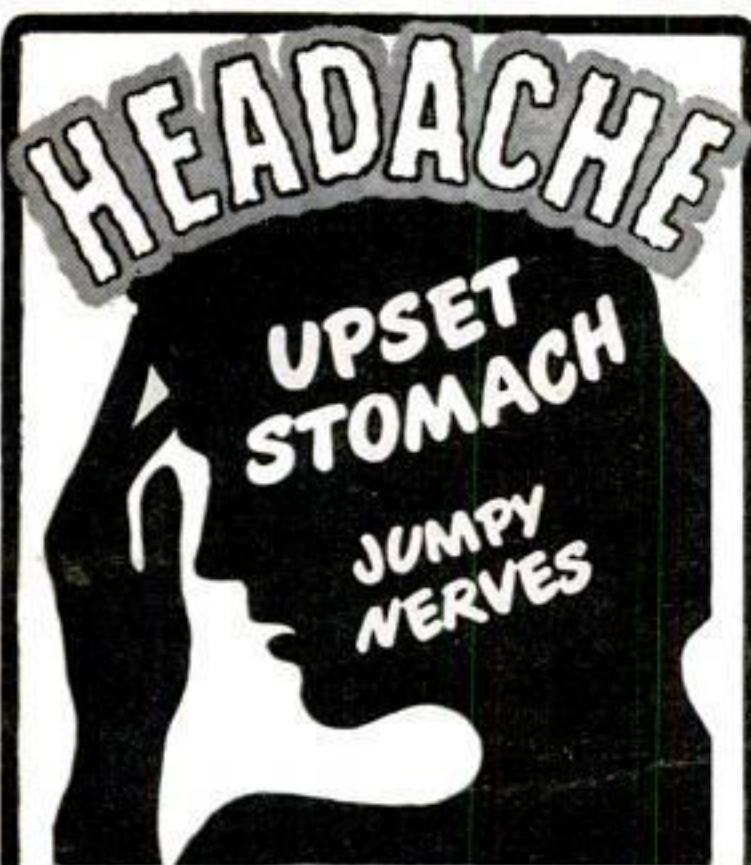
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BROMO-SELTZER

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LETTERS TO THE EDITORS

CONTINUED

leave the U.S. gunboat *Panay* as she settled in the muddy, yellow Yangtze after being sunk by Japanese bombers on Dec. 12, 1937.

JOHN F. CARROLL

Collier's International Magazine
New York, N.Y.

THE ROAD TO RELIGION

Sirs:

Your Easter editorial, "The Road to Religion" (LIFE, April 7), is a statement of rare strength and insight. I wish to offer my appreciation for those in the Diocese of Pittsburgh who have been privileged to read it.

Your editorials have frequently alluded to religion in rather general terms but this time you have offered one of the most concise statements concerning the meaning of Christianity that I have read. Before our nation can have a great spiritual renewal it is first necessary for us to distinguish between a code of ethics and an unswerving consecration to Jesus Christ as God.

RT. REV. AUSTIN PARDUE
Bishop of Pittsburgh

Pittsburgh, Pa.

Sirs:

... I believe that our age should be one of *discovery* in religion, not rediscovery, as you suggest.

If what we read is correct, Eastern religions as well as Christianity are undergoing a change. Such a condition is only to be expected when revolutions in other fields of thought are rampant in the world. Discoveries in science, the spread of education, the two devastating wars in our generation, all have contributed in undermining traditional conceptions of the Christian religion, perhaps of other religions. . . .

May I quote from Rabbi Liebman's *Peace of Mind*:

"One reason why America has not been deeply religious may very well be that we have tried to keep an idea of God that was out of tune with our contemporary life. We Americans have had little of the feeling of helplessness and of dependence that characterized so much of Oriental and European religion. We have had a continent to conquer and new social dreams to make come true. America has had the feeling that there is no limit to its conquest of nature. A civilization that has little of the father complex in it, that has ever made a virtue out of individual initiative and outstripping the father in achievement—that culture will find it increasingly difficult to submit to the idea of a dominant Father." And again, "We must be brave enough to declare that every culture must create its own God idea rather than rely upon outworn tradition. . . . The church and synagogue alike can, if they will, help men everywhere to resist the economic and political slavery threatening to engulf human dignity and freedom, by teaching belief in a God who wants cooperation, not submission; partnership, not surrender."

This sounds like a workable, every day kind of religion, by the use of which we can bring a little more order into this world in which we live.

RUTH A. BEERS

Arlington, Mass.

Sirs:

I would regard LIFE's editorial on religion as mere sentimental slush if expressed by an individual, but given

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who keep
presentable
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WANT PROOF OF A BETTER SHAVE? READ THIS!



YOU'VE GOT HER NUMBER when you rely on Mennen Brushless for that smooth look a lady likes — those smooth shaves that Keep You Presentable Longer.

SUCCESS? YES — nationwide surveys prove it! Mennen Brushless is the first choice of dermatologists — doctors who devote their careers to skin care. It's so creamy... spreads on so easily. Get Mennen Brushless today.



• Enjoy the famous he-man aroma that "wows" the ladies. Splash Mennen Skin Bracer on after every shave. See how it helps heal tiny razor nicks.



LETTERS TO THE EDITORS

CONTINUED

the lavish support of a huge circulation it becomes dangerous indeed: a preoccupation with otherworldliness and immortality which you invite is a confession of widespread defeat in this world. According to Mr. Arnold Toynbee, if I understand him, it is a clear symptom of social disintegration and decay.

Certainly the challenge to our society which communism represents (and communism has many of the trappings of a universal religion) requires something more than a return to a thoroughly mystical, revealed religion of medieval stamp. This would be running away from the great challenge of our time. Our Western Christian civilization has already had its Age of Faith, when people believed fully in what you propose they should believe now. And it was a period which coincided with that period which we term, in another connection, the Dark Ages.

You are right in thinking that the primary challenges of our time lie in the field of religion and that Western Christendom with its many divisions is not in a particularly strategic position to assert itself vigorously. Nevertheless a return to what looks like a comfortable past is not the way to obtain the dynamic force which our society requires. There is no going back: Copernicus, Darwin and Freud have seen to that.

In your plea for a return to an unreasoning faith you have taken some gratuitous swipes at those of us who believe in a reasoned faith, beginning with Arius and ending, by implication, with the Unitarians of today who are perhaps the chief exemplars of so-called liberal religion.

Although the Unitarians are bound by no restrictive creeds, their chief purpose is to make Jesus plain, to cut away the trappings and dust of the past and reveal him anew in all his rich and persuasive and uplifting reality. In our day it will be that, not a return to darkness, which will be the seed of the Church Universal—a church which will be barred to no man except by the death of goodness in his soul.

CHARLES ALLDREDGE

Washington, D.C.

Sirs:

To say that materialism is in full retreat because some people are frantically embracing religious ideas is like saying the moon doesn't exist in the daytime because we can't see it then.

It's understandable that many of us, brought up unrealistically as most of us are, should in panic grab for some psychological foundation at this chaotic point in history when one form of society is giving way to the next. The fact that this human panic exists does not alter the fact that belief in the supernatural cannot stand up against the arguments of reason.

Nor are all leading scientists returning to religion by any means. Among the thousands of them who continue as realists you might have mentioned at least one—the world-famous Marxist scientist J. B. S. Haldane.

LAWRENCE BARTH

New York, N.Y.

SIRS:

THANKS AND CONGRATULATIONS FOR A RADICALLY PENETRATING STATEMENT.

S. W. GOLDSMITH JR.
ALEXANDRIA, VA.

CONTINUED ON PAGE 10

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CHAMPION

AMERICA'S FAVORITE SPARK PLUG



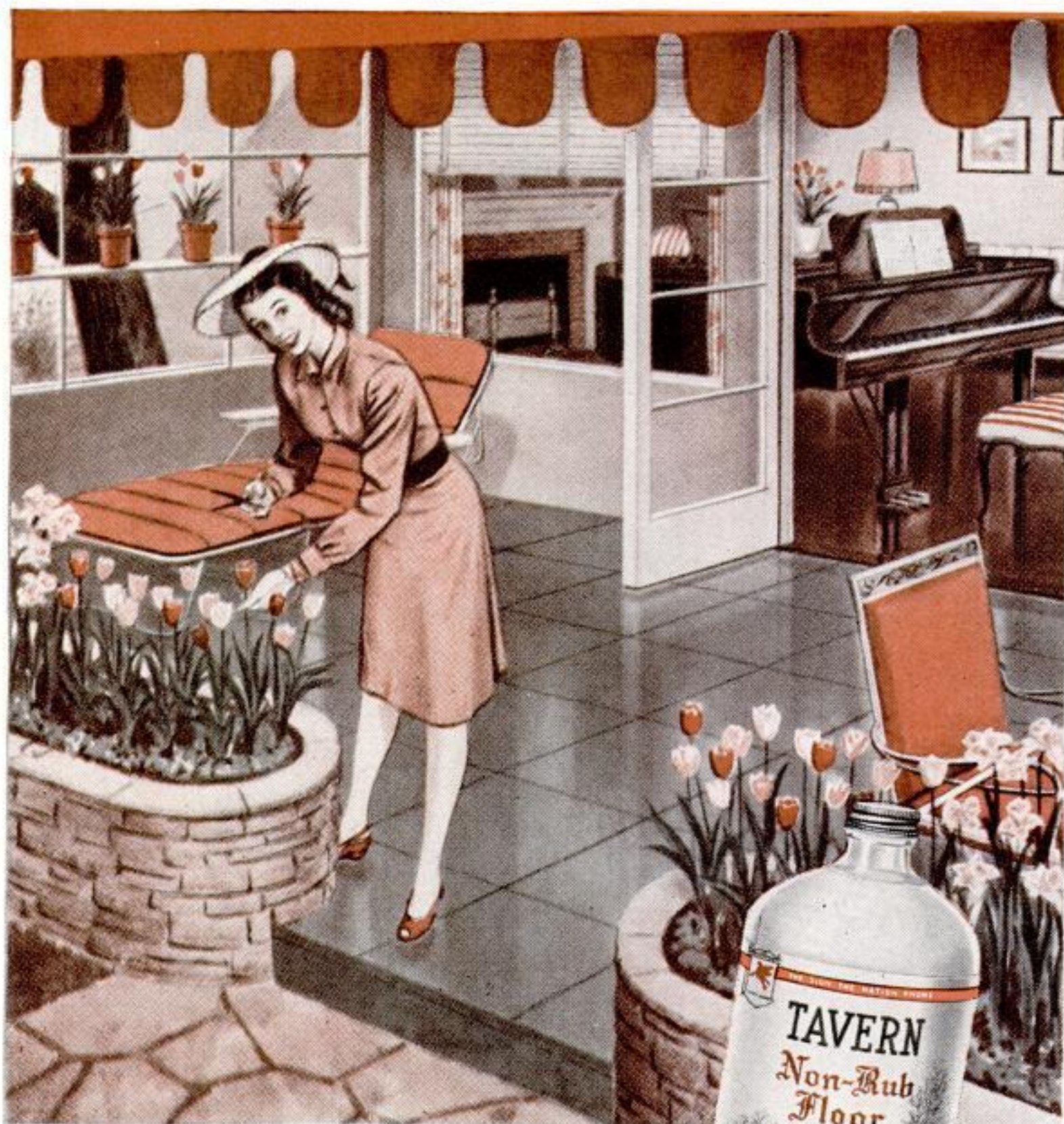
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THE HOUSE on lino-
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NO RUBBING—dries
in 20 minutes to a rich,
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special resin protects
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—bathroom, kitchen
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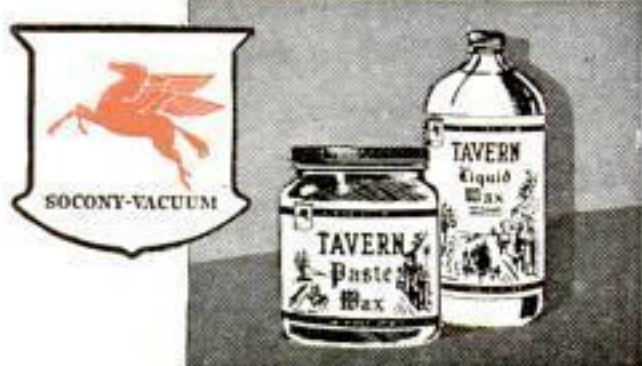


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LETTERS TO THE EDITORS

CONTINUED

Sirs:

To answer the many fallacies in your editorial would take more words than either you or I could afford. At least three of the essential points of weakness are these:

1. A retreat to medieval mysticism and renunciation of the world and a concomitant ignoring of right behavior and earthly virtue is a most certain formula for world chaos and more "dark ages."

2. If religion is *not* a universal love and brotherhood of man, then our present-day state of confusion and frustration could well be placed at the door of too much of the wrong kind of religion these past 1,900 years.

3. If religion is a thing apart from an ethical code and if religion, "although it can do much good in the world . . . is to be measured by the number and quality of its mystics," then most men will either retreat from its formidable impracticality or envelop their sins in its cloak of protection.

What has been the motivation behind such works of art as Beethoven's Ninth Symphony, Goethe's *Faust*, Cervantes' *Don Quixote*, Goya's *Dos de Mayo*, St. Gaudens' Shaw Memorial, to name but a few that come to mind? The supreme activity of man—creative expression—has been inspired by a desire to increase brotherly love and human happiness and to alleviate physical and mental suffering and man-made inequalities caused by selfishness. Beethoven, in his heaven-storming musical setting of Schiller's words of human brotherhood and love; Goethe, whose *Faust* experiences the one moment of supreme happiness in the good which he accomplishes for others; St. Gaudens, whose sculptured colored infantry gave their lives "Where Death for noble ends makes dying sweet"; these and hosts of others actively, creatively, advanced to take part in the never-ending battle between good and evil. Whether this was "God-intoxication," mysticism, medievalism, ethics or religion (it may have been *all*), it was not a retreat. It was an active participation in the battle.

C. A. GRIMES

Hamden, Conn.

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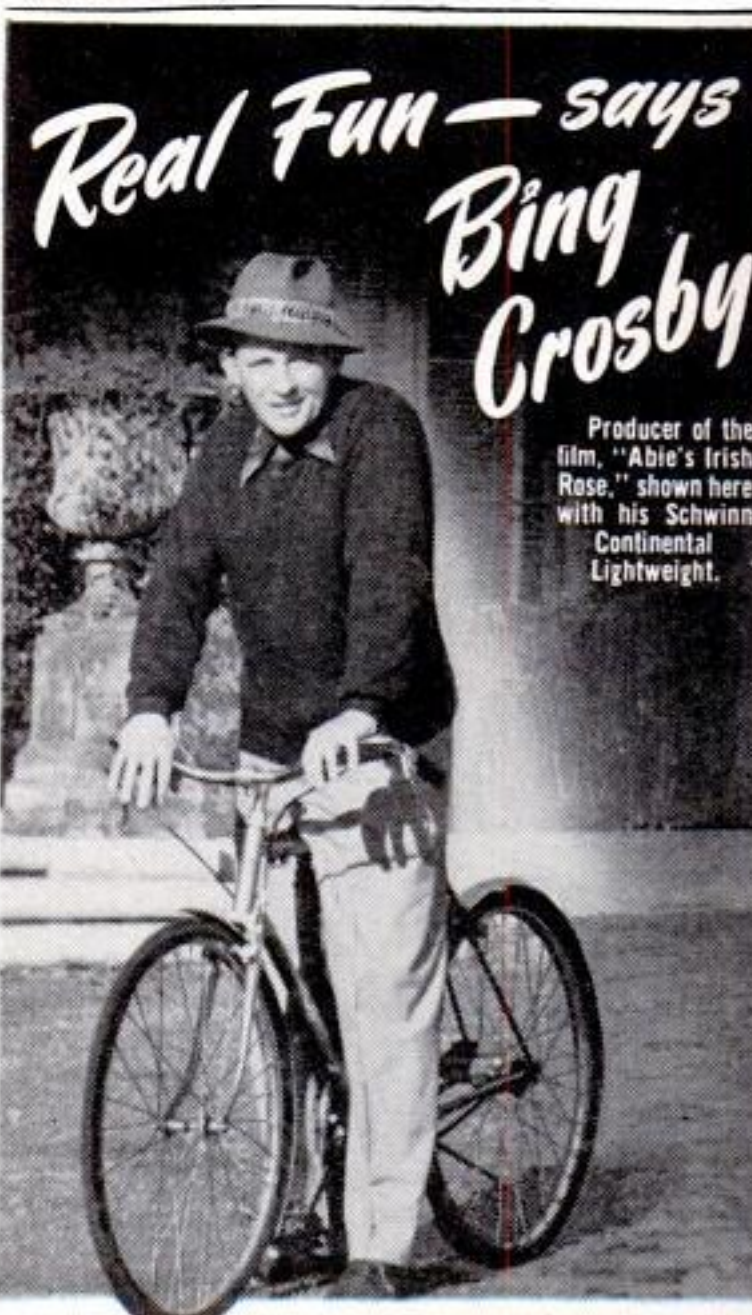


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There's a new Farnsworth for living-room, su... room, upstairs, workroom, or picnic grove. And there is a model for any budget: phonograph-radios in console and chair-side styles; table models in wood or plastic; smart portables that operate on batteries or power-line. The cabinet illustrated is the new GK-102, in blond walnut. The improved Farnsworth 3-point Suspension Record-Changer handles either 12 ten-inch or 10 twelve-inch records easily and safely. Soon, too, in certain selected cities, you will be able to select a Farnsworth television receiver. Radio and phonograph-radio prices: \$28 to \$400.



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meats to choose from—and an almost endless number of ways to fix them differently, quickly. Try one of these praise-winners tonight—and win a bright little halo from your family!



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This wonderful blend of tender pork shoulder and sugar-cured ham called Treet calls for plenty of hallelujahs every time you serve it this easy way. Place lightly fried Treet on toast buttered before toasting—add strips of Cloverbloom American Cheese. Just 3 minutes after you put it under moderate broiler heat, dinner's ready!



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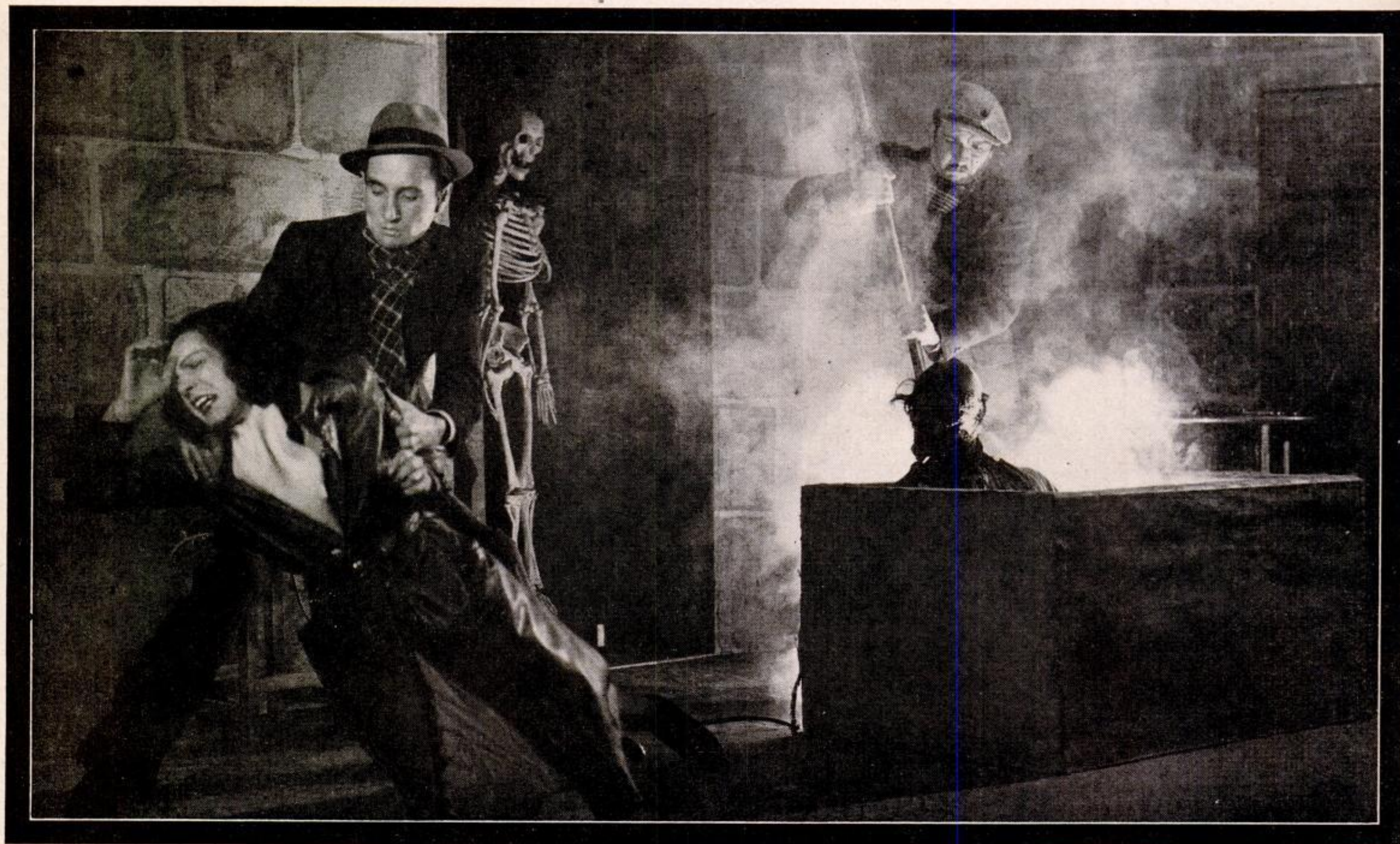
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BURNED BY VITRIOL thrown at him by his girl who comes to seek forgiveness, her lover turns slowly to reveal his elaborately blighted face. Then he strangles her.



REALISTIC THROAT-CUTTING, performed in *The Hussy* by honest farm lad on his depraved, scheming wife, is achieved by a trick dagger which contains "blood" in handle.



SULPHURIC ACID VAT, used to produce skeletons for medical schools in *The Corpse Merchant*, reveals to a hysterical mother (*left*) the hideously corroded body of the vil-

lain whom she denounced as the strangler of her daughter. Guignolers take the law into their own hands and wreak their ingenious punishment mainly on utter blackguards.



EYE-GOUGING with surgical scissors by two insane women, jealous of a beautiful fellow patient who is about to be released, is a high point of *Crime in a Madhouse*, a Guignol classic.



GRUESOME RETRIBUTION comes to eye-gouger in preceding picture when her insane accomplice fiendishly fries her face by pressing it against a red-hot stove.

SPEAKING OF PICTURES...

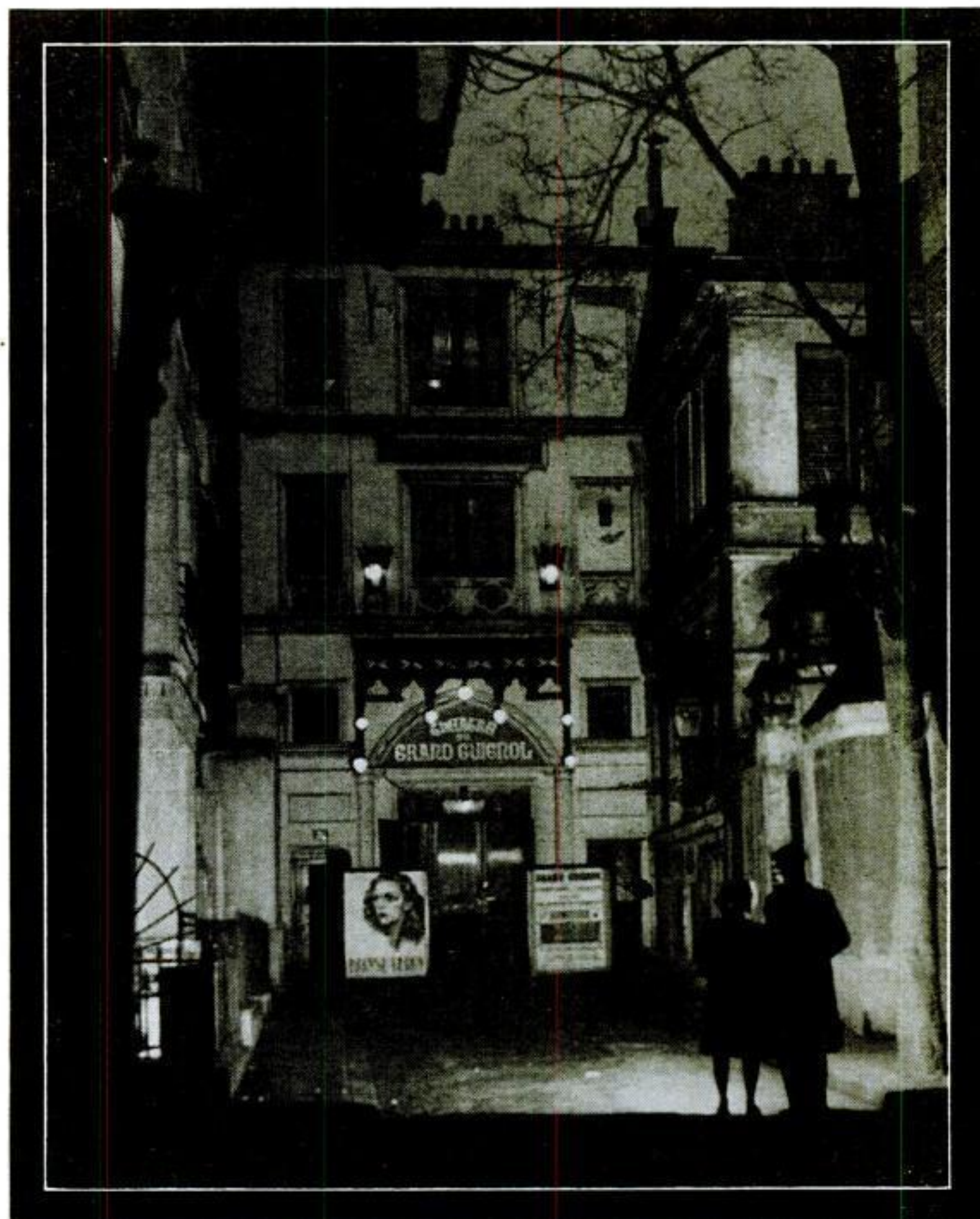
... A TINY PARIS THEATER MAKES SPECIALTY OF HORROR



For 50 years the Théâtre du Grand Guignol has been scaring the daylights out of Parisians, folks in from the country and American tourists, with nightly performances of the blood-chilling episodes seen here. Although *guignol* is French for puppet show, *grandguignolesque* has been the adjective used by French critics to describe any real horror-drama ever since 1897, when the fiendish little theater first started putting on its melodramas. Through two wars, innumerable political crises and one German occupation, the Guignol has remained as much a Paris phenomenon as the famed Folies-Bergère, using

pure terror rather than pure sex to hypnotize the cash customers. Aided by trick lighting, fearsome props and make-up, the Guignolers go happily, if homicidally, about their business of gouging out one another's eyes, cooking villains in vats of sulphuric acid (*left*), hurling vitriol and cutting throats, all to the accompaniment of hysterical laughter and hideous shrieks.

The Grand Guignol now has more than 1,000 plays in its repertoire, 30 of which are classics repeated every year. Most of the latter were written by the late André de Lorde (known in his day as the "Prince of Terror"), pillar of the organization. Today new plays still pour in from all over France, many of them indicating their authors should be locked up without delay. Just after the liberation, when real-life tortures by Nazi specialists were still too fresh in the minds of their public, the Guignolers soft-pedaled the gruesomeness a bit, but today the old "stop-at-nothing" policy again prevails, the theater management's only lament being that "people just don't scare so easily any more."



IN A GASLIT ALLEY off the Rue Chaptal in Paris' Montmartre, the little theater was patronized by the late General Patton and King Alfonso of Spain. It seats only 272.

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LESS than any other
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The superb G-E All-Automatic for perfect coffee. "Just set it and forget it!" Price \$15.95. Other G-E models from \$4.95 to \$10.95. All plus tax.



Every G-E Coffee Maker has the patented Tastegard—a tiny extra hole precisely located in the stem of the upper bowl, which insures perfect coffee no matter how many cups you brew.

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The G-E All-Automatic is the only all-glass automatic. And the only fully automatic vacuum-type coffee maker selling under the \$25 price range.

The G-E heat-control, which "thinks," is what makes the All-Automatic worth far, far more than any ordinary electric coffee maker! You can set it and go away—no danger of water in lower bowl boiling away.

"Think" Control—turns the heat off at the instant coffee is done. Then it turns a low heat on to keep the perfect brew warm for late-comers or second-cuppers.

Easy Operation—even the water measures itself. Cupfuls clearly marked on lower bowl. With the exclusive G-E Tastegard, you get rich, fragrant, mellow coffee every time, regardless of how much you brew.

See the General Electric All-Automatic (and other G. E.'s) at better stores everywhere. General Electric Company, Bridgeport 2, Conn.

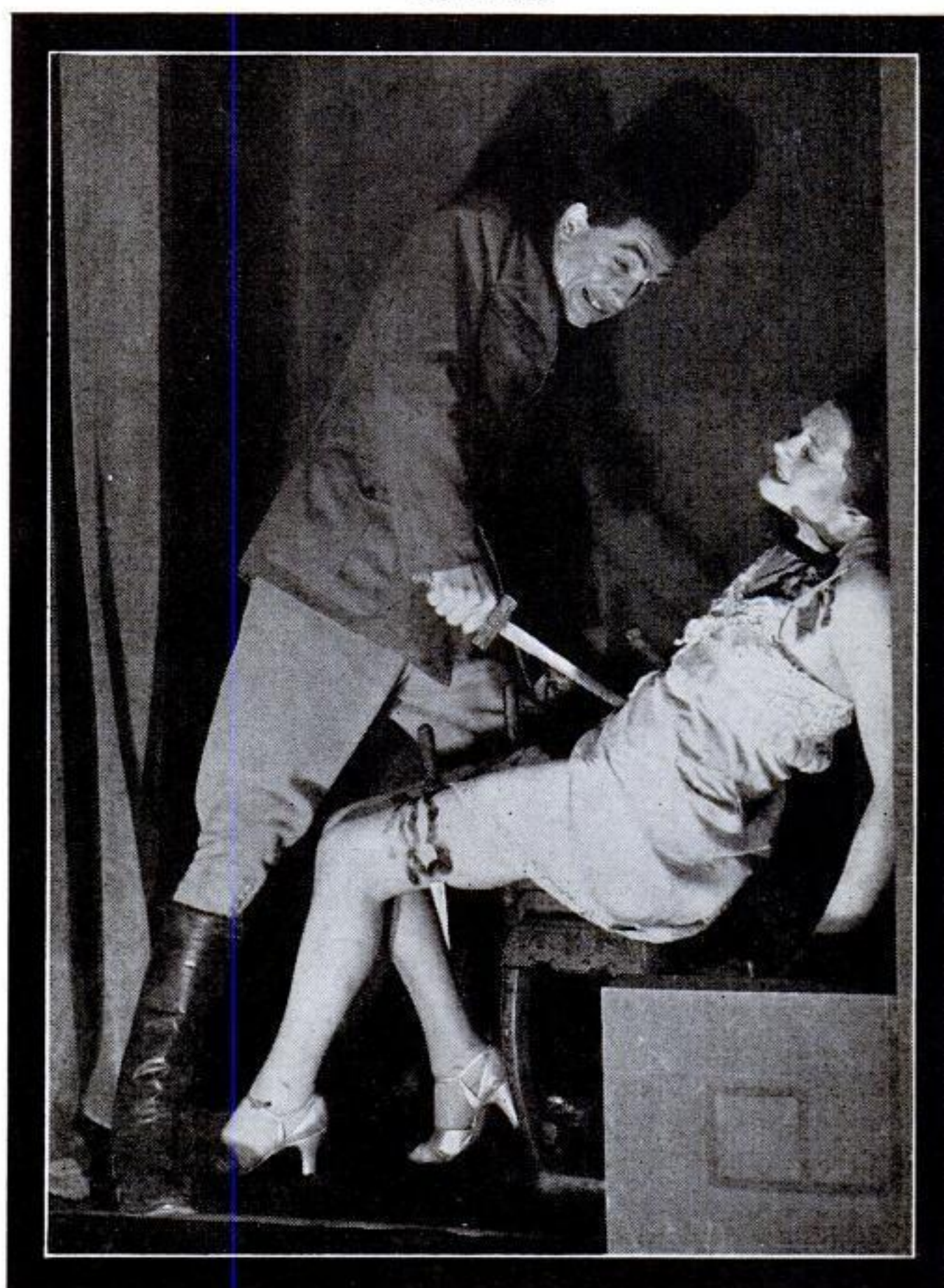


**All-Automatic
 Coffee Maker**

GENERAL  ELECTRIC

SPEAKING OF PICTURES

CONTINUED



JAP VILLAIN, after plunging daggers in shoulder and thigh of his victim, administers abdominal *coup de grâce*. Picture below shows how this is done.



STABBING TRICK is exposed by Simone Gérard. Daggers are really clipped on her leg and shoulder. Guignol "blood," a secret formula, actually congeals.

A large crowd of people, including men and women, are gathered in the stands of a horse racing track, watching a race. Several people are holding cameras and binoculars, capturing the event. The track is filled with horses and jockeys, and the surrounding area is densely packed with spectators.

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Painted by James Chapin

Hope for those born not-quite-perfect

"If your child has a physical defect which may make him self-conscious or prove a handicap in later life, there is hope in the great accomplishments of modern reconstructive surgery. Disfiguring birthmarks can be removed or reduced. A tongue-tied child or one with a harelip or cleft palate can be helped. Bowed legs, knock knees and club feet may be treated, and crossed eyes straightened. Today's reconstructive surgeon can bring into place poorly aligned teeth or a jutting or receding chin which interferes with a child's bite. If badly shaped ears or nose constitute a genuine deformity, they can be corrected. The progress of reconstructive surgery has been so great that children are being made whole and confident again, in spite of defects with which they were born or may have acquired through illness or accident."

Your doctor

What to do if your child has a physical defect:

1. *Consult your family physician*—He will tell you whether it is advisable to have the defect corrected, and will refer you to a qualified surgeon at the proper time. He knows about simpler procedures worked out during the war which help ensure successful results in treating your child.
2. *Follow his advice without delay*—Children as young as 18 months have been known to develop fear and shyness because of physical defects. By using corrective

measures at an early age it is often possible to transform a listless or fearful child into one who is alert, confident.

3. *Keep in mind* that the surgeon is interested chiefly in correcting defects which may prove a physical handicap. Do not expect him to make your child "beautiful." While his art and skill can achieve certain desired cosmetic effects, his main objective is to help the child function better—physically and emotionally.

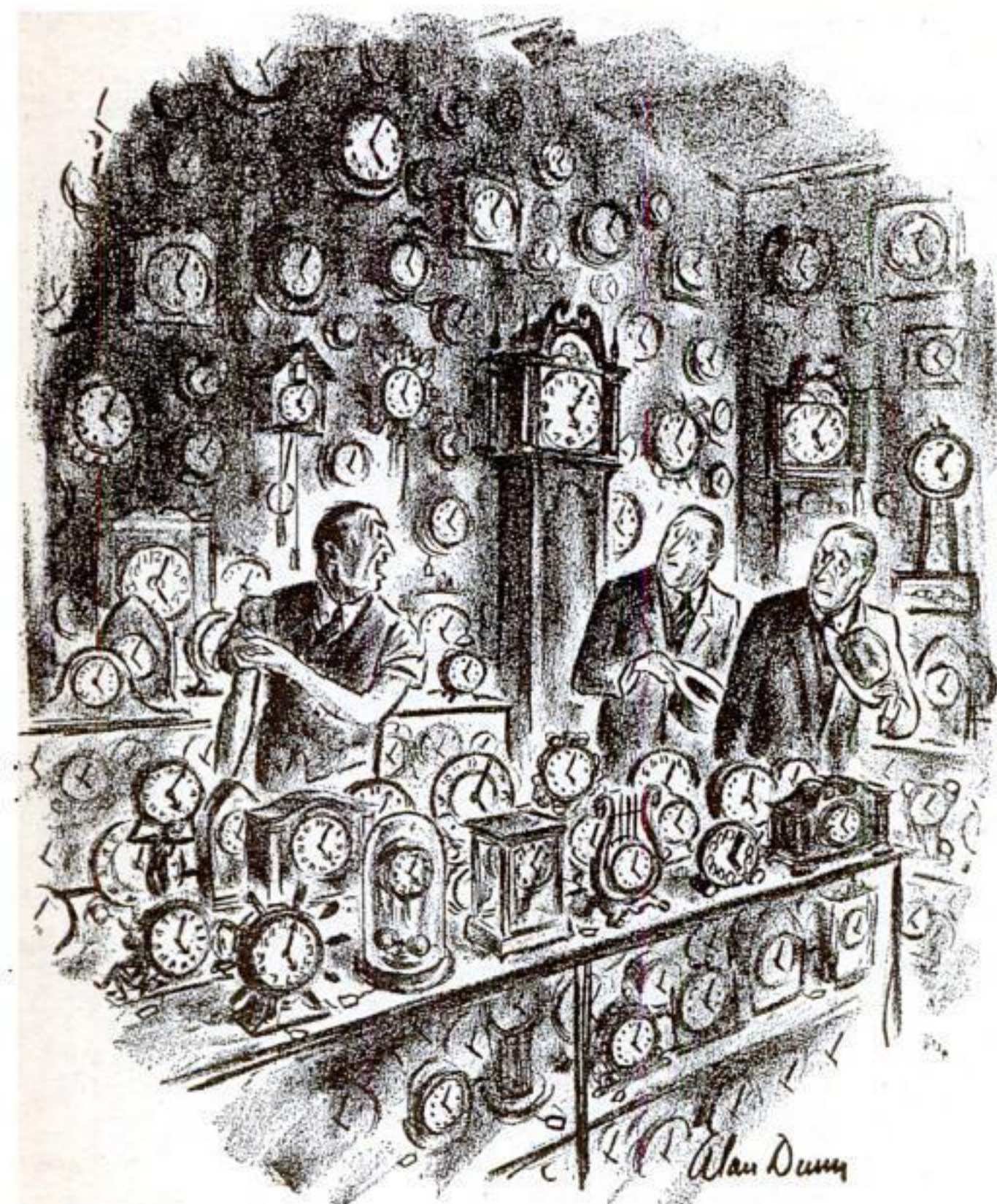
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"YOUR DOCTOR SPEAKS"—This is the twenty-third in a series of messages sponsored by Upjohn to bring better health to more people through current medical knowledge

LIFE'S REPORTS



"Hey! Don't you fellows know Daylight Saving starts tonight?"

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PLIGHT OF CLOCK MERCHANTS was about the only ramification of daylight saving that Senate did not get around to in its debate on the subject.

THE GREAT DEBATE

**Senatorial giants clash over a vital public issue:
Will daylight saving wreck the capital of the U.S.?**

by ALLEN DIBBLE

This week an estimated 50 million Americans begin the observance of daylight-saving time. Most of them will sleep through the change-over at 2 a.m. and their only recognition of the new time schedule will come with the resetting of their clocks. But not so with Senator John H. Overton of Louisiana. He has threatened to mark the occasion by inserting in the lost-and-found columns of Washington newspapers the following advertisement: "Lost—somewhere between sunrise and sunset, one golden hour, set with 60 diamond minutes. No reward is offered; it is lost forever."

The paunchy, ponderous Southerner conceived this eulogy to fleeting time during a Senate debate that still has the boys in the press gallery talking. There can no longer be any doubt, they say, that the Senate is right in its own contention that it is the most deliberative body in the world.

Senator Robert A. Taft of Ohio set off the debate when he proposed that the Senate consider a bill authorizing the Commissioners of the District of Columbia to hold hearings to consider the establishment of daylight-saving time at the seat of government. The author of the bill, Senator J. Howard McGrath of Rhode Island, pointed out that the measure had the support of a majority of the residents who must sweat out the sweltering Washington summer.

"... It seems to me only fair and just that... on an issue of this kind we open our hearts a little and be good-neighborly and kindly

CONTINUED ON NEXT PAGE



'til we tripped on a cloud

Jean and I thought my new job and our beautiful baby had made our lives blissfully complete, until I discovered one dark cloud in our private little sky.

The boys at the office had been discussing Social Security, and I suddenly realized that if anything happened to me, Jean would never have enough to make ends meet. It worried me... enough to ask my boss what he thought I should do.

"Do what I did years ago," he said. "Let someone from The Mutual Life set up a sound life insurance program for you. That's their specialty."

So I followed his advice, and had a Mutual Life representative explain their "Insured Income" Service. He showed

me how Social Security provides the first step in a financial program, but is not nearly enough in itself. With the chart he prepared, it was easy to see how I could assure my family a really adequate income, by teaming up Social Security with life insurance.

I found that a few dollars, saved regularly, would guarantee Jean the kind of security I'd want her to have... her own home, free and clear, and monthly checks she and our daughter could depend on.

Brother, that did it... Social Security plus Mutual's "Insured Income" Service! Now we're walking on air again, and this time for keeps.

* * *

Why not make a date soon with the Mutual Life representative in your community?

FREE Social Security HELPS

How much do you know about the Social Security for which you are now paying? Mail coupon for easy-to-read booklet explaining your future benefits from Social Security. Included is a convenient file for official records you will need to avoid costly delay in collecting your Social Security benefits.

This offer is made only to residents of the United States.



Our 2nd Century of Service

THE MUTUAL LIFE
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34 Nassau Street



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I would like your FREE Social Security helps.

NAME..... AGE.....

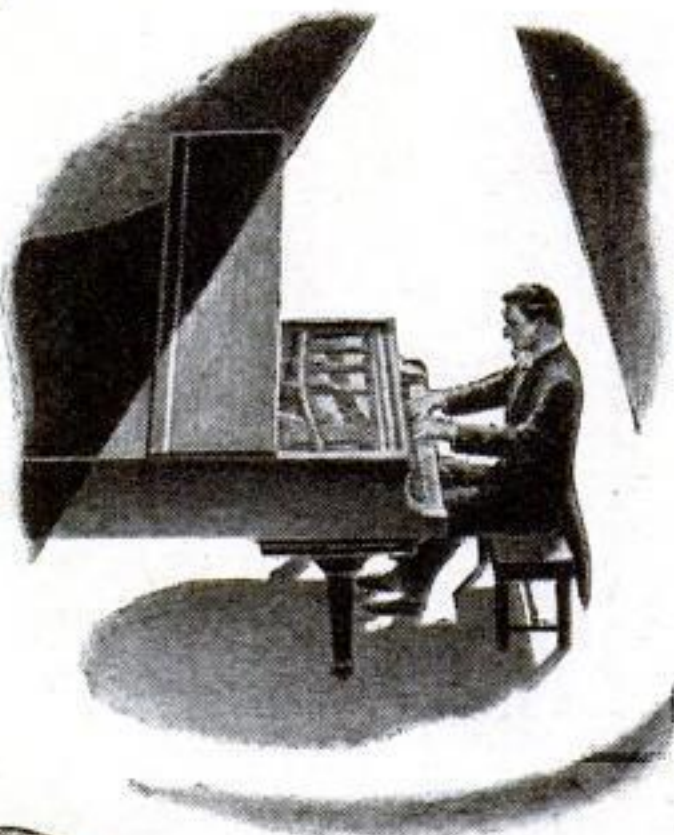
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VETERANS: KEEP YOUR GOVERNMENT LIFE INSURANCE!

IT HAPPENS WITHIN TWO SECONDS


Within two seconds after starting a cadenza, an accomplished concert pianist can play notes at the amazing rate of more than 540 per minute!



Test shows how fast Bayer Aspirin acts in your stomach!

And as this glass-of-water test proves, within two seconds after you take Bayer Aspirin, it's ready to go to work, to bring.

FAST PAIN RELIEF

 Bayer Aspirin's amazing speed—the result of **three manufacturing steps instead of only one**—is mighty important when you have an ordinary headache, neuritic or neuralgic pain. For it means that Bayer Aspirin is ready to go to work in two seconds to

bring you the really quick relief you want. In addition, Bayer Aspirin's single active ingredient is so remarkably effective **doctors regularly prescribe it for pain relief** . . . is so wonderfully gentle to the system **mothers give it even to small children** on their doctors' advice.

So when you buy—ask for Bayer Aspirin. **No other pain reliever can match its record of reliability** . . . its record of use by millions of normal people—without ill effect. Remember—Bayer Aspirin is one thing you can take with confidence.

Always ask for genuine

BAYER ASPIRIN

LIFE'S REPORTS CONTINUED

to them," McGrath pleaded, and he reminded his colleagues that "the Members of Congress will be at home, enjoying whatever advantages we have in our own communities."

But Senator Overton felt that the issue was a little broader than that. For instance, he wondered what effect the time change would have on his milk supply. "... The flow of milk from the cows is not governed by any act of the Commissioners or by any act of Congress," said he. "Their milk flows periodically at certain times; at least it used to when I was a boy and I had to milk cows. If we advance the time to an hour earlier, what effect will that have on the supply of milk? How are the milkmen then to get the milk to my door at the right time?"

"I can answer the Senator by saying," replied McGrath, "that I am not an authority on milk—I use it once in a while, at the right time—but I am sure there will not be any trouble with the delivery of milk to the Senator's door merely because of the variation of one hour in time."

Tall, serious Senator Leverett Saltonstall of Massachusetts questioned, "Is it not also true that . . . the milk which the Senator from Louisiana gets in the morning delivery is not milk of that morning, in any event, but is milk of the afternoon before, or some previous time?"

Senator William Langer of North Dakota spelled out for Senator Harry P. Cain of Washington state the problem facing Western farmers. "When it is 12 o'clock noon in Washington [D.C.] it is 9 o'clock in Tacoma, in the Senator's state," Langer explained. "If there is a difference of an additional hour, the farmer will have to get up at 8 o'clock. If so-called fast time is introduced, he will have to get up at 7 o'clock to hear a program at 9. In order to hear a program on the radio at 9 o'clock in the morning Washington, D.C. time he will have to get up four or possibly five hours earlier."

Senator Cain felt that the voteless citizens of the District of Columbia should enjoy home rule at least to the extent of deciding what time they would get up and go to bed.

But Senator Burnet R. Maybank of South Carolina thought that the matter rested with a higher authority. "I think," he said, "we should consider



RIDE 'EM
COWBOY



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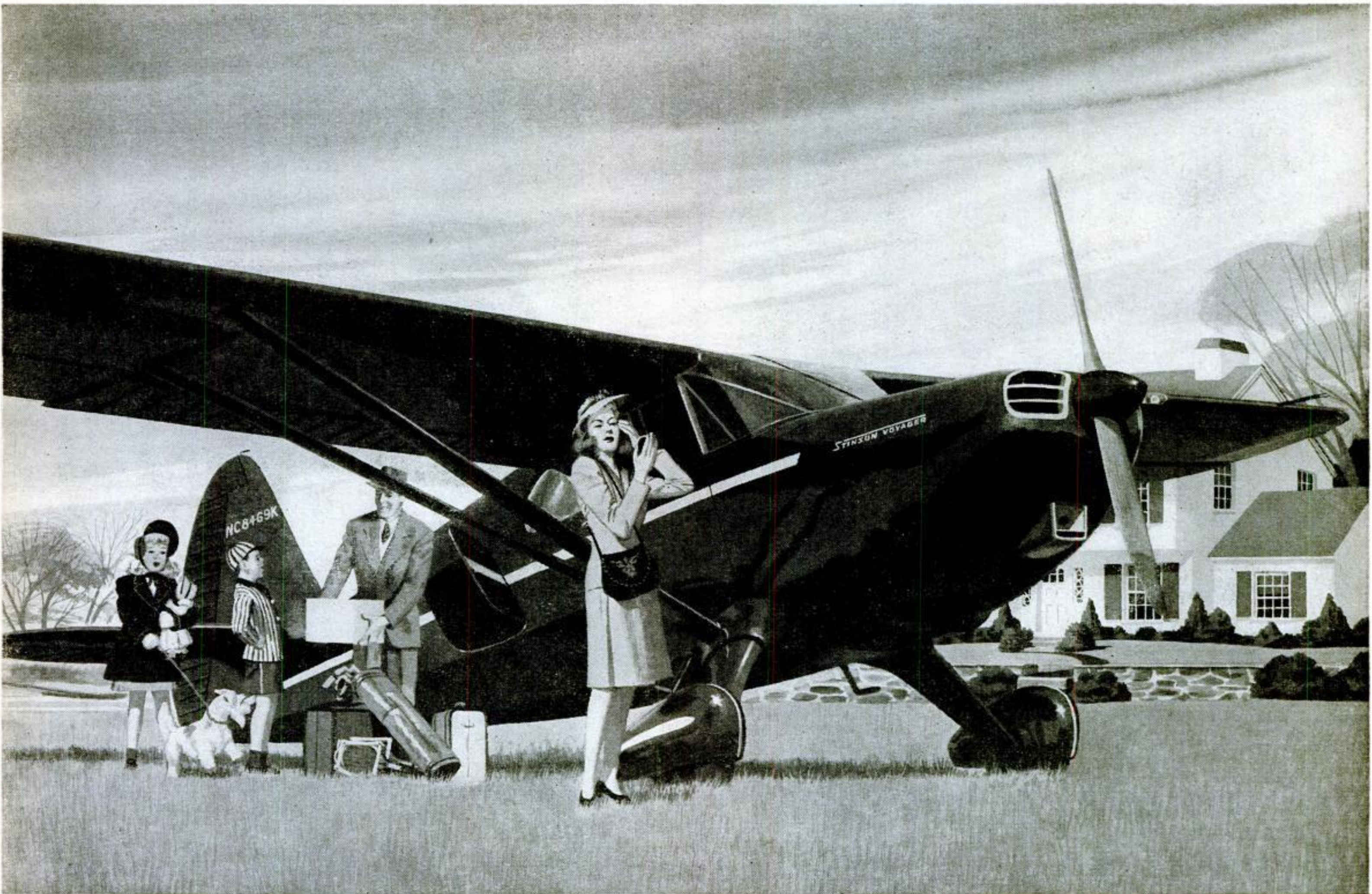
More Fun Walking on Tuffys



**SUPER
SAFETY
RUBBER
HEELS &
SOLES**

Ask your
SHOE REPAIRMAN

CONTINUED ON PAGE 22



Owner of Stinson Voyager prepares to take off for week-end vacation flight with family, luggage, and dog

Here's America's No. 1 "family" plane... the great new STINSON VOYAGER for '47!

IN THE stunning new 21st Anniversary Stinson Voyager you'll find *everything* you need and want in a personal plane for family use . . .

Roomy comfort for four people and luggage. Famed Stinson safety, utility, and rugged dependability. Inherent stability and such ease of handling that owners say, "It almost flies itself!"

The new Stinson Voyager is literally a "fly-anywhere" plane. It can land and take off with ease on short strips, small fields, and even pastures and golf courses.

This great new 4-place Voyager carries a useful load of 964 lbs. . . cruises at 125 m.p.h. . . maximum speed, 134 m.p.h. Take-off run, only 590 ft. Rate of climb, 755 f.p.m. Service ceiling, 15,650 ft. Stops in 290 ft. after landing.

Flaps for quick take-offs and slow, short landings . . . built-in wing slots for safety. Inherently spin-resistant. Oleo spring-draulic landing gear

for smooth, cushioned landings.

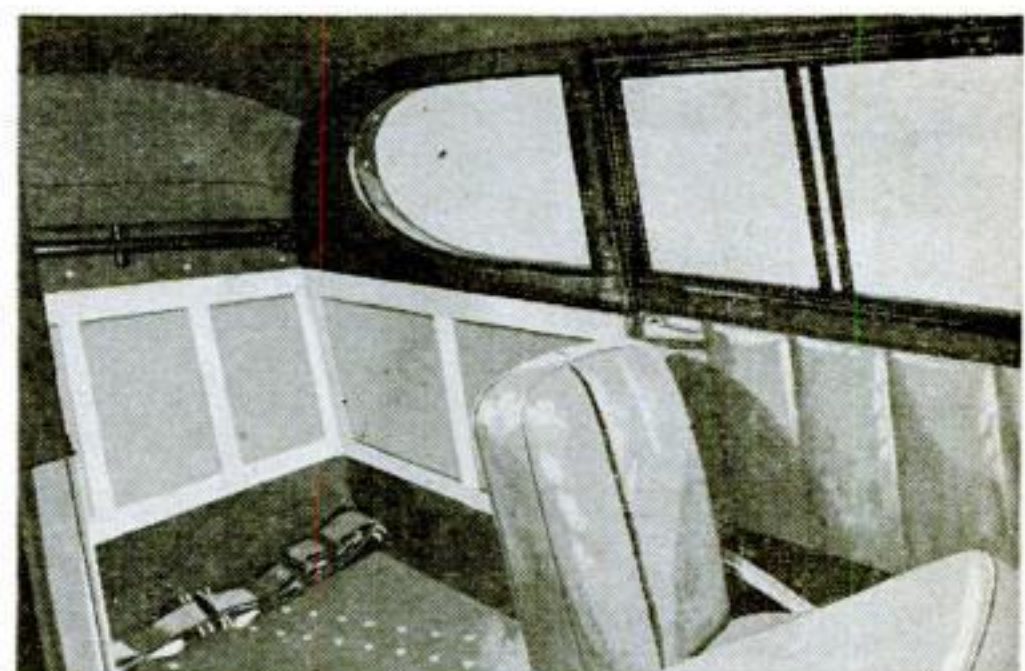
Two-way radio, with dome loud-speaker . . . landing and navigation lights . . . starter . . . hydraulic brakes. Cabin interiors are soundproofed, with controlled ventilation.

This beautiful new '47 Stinson Voyager is waiting for you at your Stinson dealer's. Go see it—fly it—learn how easy it is to buy and own.

In the meantime, write for illustrated brochure to Stinson Division, Consolidated Vultee Aircraft Corporation, Dept. B, Wayne, Michigan.

Stinson

FOR 21 YEARS—AMERICA'S
MOST USEFUL PERSONAL PLANES



See the Stinson Flying Station Wagon — America's first personal "cargo" plane. Reinforced cargo compartment (24 cu. ft.) in 2-tone plywood paneling, equipped with tie-down straps. Side-loading baggage compartment offers an additional 11 cu. ft. of carrying space. Capacity: pilot, full gas tank (40 gallons), and 552 cargo pounds. Two rear seats can be replaced in 5 minutes to make it a 4-place plane.

oh-oh, Dry Scalp!



"... **NO SALE!** What an appropriate comment on his hair! It looks so dry and stringy... and filled with loose dandruff. Too bad... when it's so easy to check Dry Scalp with 'Vaseline' Hair Tonic. Hey! Why don't I give him a tip!"

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WHY PUT UP with Dry Scalp when it's so simple to check with 'Vaseline' Hair Tonic? A few drops a day do the trick. Your hair regains its natural look... your scalp is no longer plagued by loose dandruff. 'Vaseline' Hair Tonic contains no alcohol or other drying ingredients. Try it also with massage before every shampoo. It gives double care... to both scalp and hair... and it's economical, too.

Vaseline HAIR TONIC

REG. U. S. PAT. OFF.

Used by more men today than any other hair tonic

LIFE'S REPORTS CONTINUED

the question of whether or not to regulate the radio on God's time rather than on daylight-saving time."

Senator Overton thought that his colleague had a good idea—this staying with God's time. "I close my office at 5 o'clock in the afternoon," he said. "That is 4 o'clock in Louisiana. A great many of my constituents, not realizing the difference in time, call up my office after 4 o'clock only to find no one there. They call various departments of the Government with respect to subjects in which they are interested, only to find that all of them close at 5 o'clock, which is one hour earlier than the time in Louisiana."

The Senator warmed to his subject. He had spent his boyhood in a rural area and he knew that the laws of nature are above the legislative powers of even the Senate of the United States. "Daylight-saving time or no daylight-saving time," he said, "the birds are going to their nests according to standard time, and the squirrels will go to their rest in the same way; and the cows will want to go to the barns and get their food at that time; and the horses will want to cease their day's labor and go to rest at that time; and they are entitled to do so. But here come the Members of the Senate Committee on the District of Columbia; and, like Joshua of old, they want to bid the sun and the moon to stand still—why? In order to accommodate some of these ambitious people who like to get to work early and like to get away from work early and get out in the sun and play golf, and, after a few rounds of golf, retire for proper refreshments." The Senate liked that one, too. There was more "Laughter."

Senator Langer was worried about the man in California who might want to reach a government department. "If he wanted to get into communication with any department on Wednesday," agreed Overton, "he would have to get up at midnight on Tuesday in order to do it. [Laughter]... Let us say some constituent of the able Senator from California [William F. Knowland], who is now occupying the chair, desired to call him up and say, 'Now, Senator, I would like to have you vote for such and such a bill,' by the time he had gotten him on the telephone the bill would have been passed and signed by the President. [Laughter]"

Senator Olin D. Johnston of

10 SECONDS OF THIS DAILY:



PRESTO! 10 HOURS OF FOOT RELIEF!

No daily suffering is more agonizing than the torture of throbbing, burning, itching, sweaty feet. When feet hurt, you "hurt all over."

Why endure such foot torture—when thanks to a remarkable soothing, cleansing, deodorizing medicated powder, you can walk around as though you hadn't a care in the world!

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Thousands of packages of Meritt already sold; proof of outstanding success. Replacement or refund of money guaranteed by Good Housekeeping if not as advertised therein. Ingredients plainly printed on package; ask your doctor. At druggist's look for familiar blue-and-silver patented "powder-spray" can; wonderfully convenient to use—no muss, no waste. So get Meritt Medicated Powder today. Why suffer?

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CONTINUED ON PAGE 25

What does your palm tell you about your E.Q.*?

MOUNT OF JUPITER and the Jupiterian (index) finger hold the key to ambition and leadership. Strongly marked Jupiterians have vitality and the power to command.

LIFE LINE indicates health and physical strength. Measuring nervous and muscular power, a well-marked life line suggests success.

THUMB is a powerful influence. A large thumb holds will-power and determination, and the ability to force success against any obstacle.

MOUNT OF VENUS. Strong Venusians embody love, sympathy, warmth and attractiveness. They are happy, healthy, full of the joy of living.

LINE OF DESTINY indicates good years of progress in attaining material things.

SUCCESS LINE (or Apollo Line) marks those who possess the inherent ability to gain artistic fame, and fortune.

HEART LINE clearly, strongly marked indicates good health, vitality, personal magnetism and attractiveness to both sexes.

HEAD LINE gauges mental development and direction. Its course suggests the practical versus the inventive type of mind.

MOUNT OF MARS typifies courage, boldness and resourcefulness, and the ability to lead in war and peace with equal success.

MASCULINE TYPES



MARTIANS and JUPITERIANS, with square finger tips and strongly marked mounts, are the organizer, soldier, salesman type . . . men of action who normally "burn" more dextrose sugar than less active types.

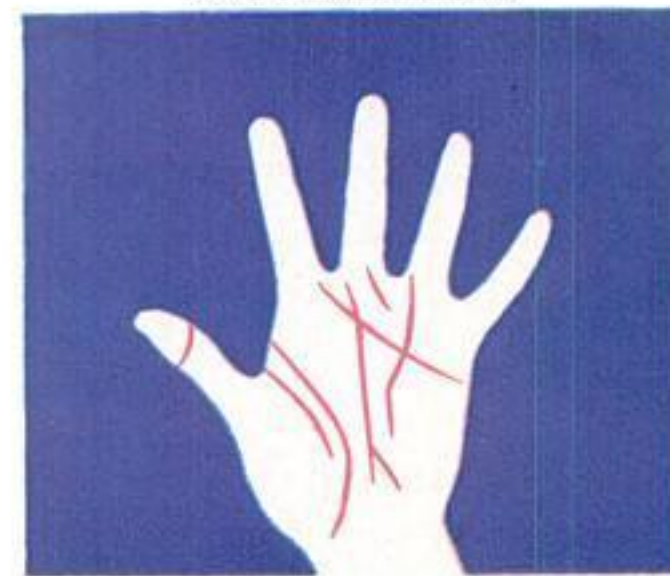


SPATULATE FINGERS, with distinct Heart and Success Lines, are often found in engineers, architects, artists, actors and composers, whose mental and physical activities demand substantial amounts of dextrose.

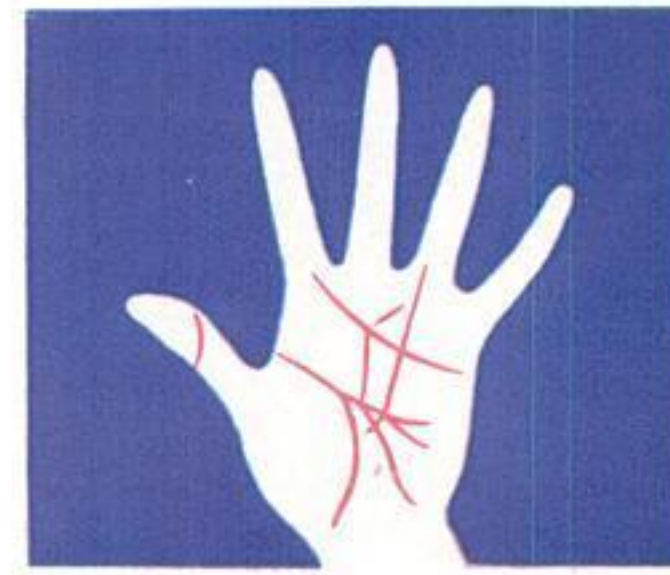


SATURNIANS, frequently with knotty fingers and well-defined Head and Destiny Lines, are long and lean physically. Thinkers, executives, inventors, scientists . . . their mental activity is powered by dextrose sugar.

FEMININE TYPES



DOUBLE LIFE LINE, with a short hand and mixed fingers, suggests women whose vitality, energy and leadership make them good mothers or successful business women. They use more dextrose sugar than the average.



VENUSIANS are "good mixers", generous, lovable, the marrying type. With tapering fingers they do well in occupations like luxury selling or interior decorating. They expend more energy . . . use much dextrose sugar.



LONG FINGERS, with a long Thumb and strong Life Line, often mark women who painstakingly succeed as painters, writers, actresses or musicians. Their expenditure of nervous energy is replaced by dextrose.

Does your hand reveal your destiny? For centuries philosophers have believed it does. In ancient China and Greece, wise men like Aristotle observed the remarkable fact that the hands of no two human beings . . . not even those of identical twins . . . are exactly alike.

They pondered over these differences . . . studied the varying shape of fingers, size of "mounts", length and strength of lines. They determined that clues to man's personality, character and talents lie truly "in the hollow of his hand".

Some students of palmistry believe that the pattern of the hand even indicates one's physical tendencies which, in turn, reveal one's "E. Q.", the Energy Quota, the amount of energy expended in a day's normal activity.

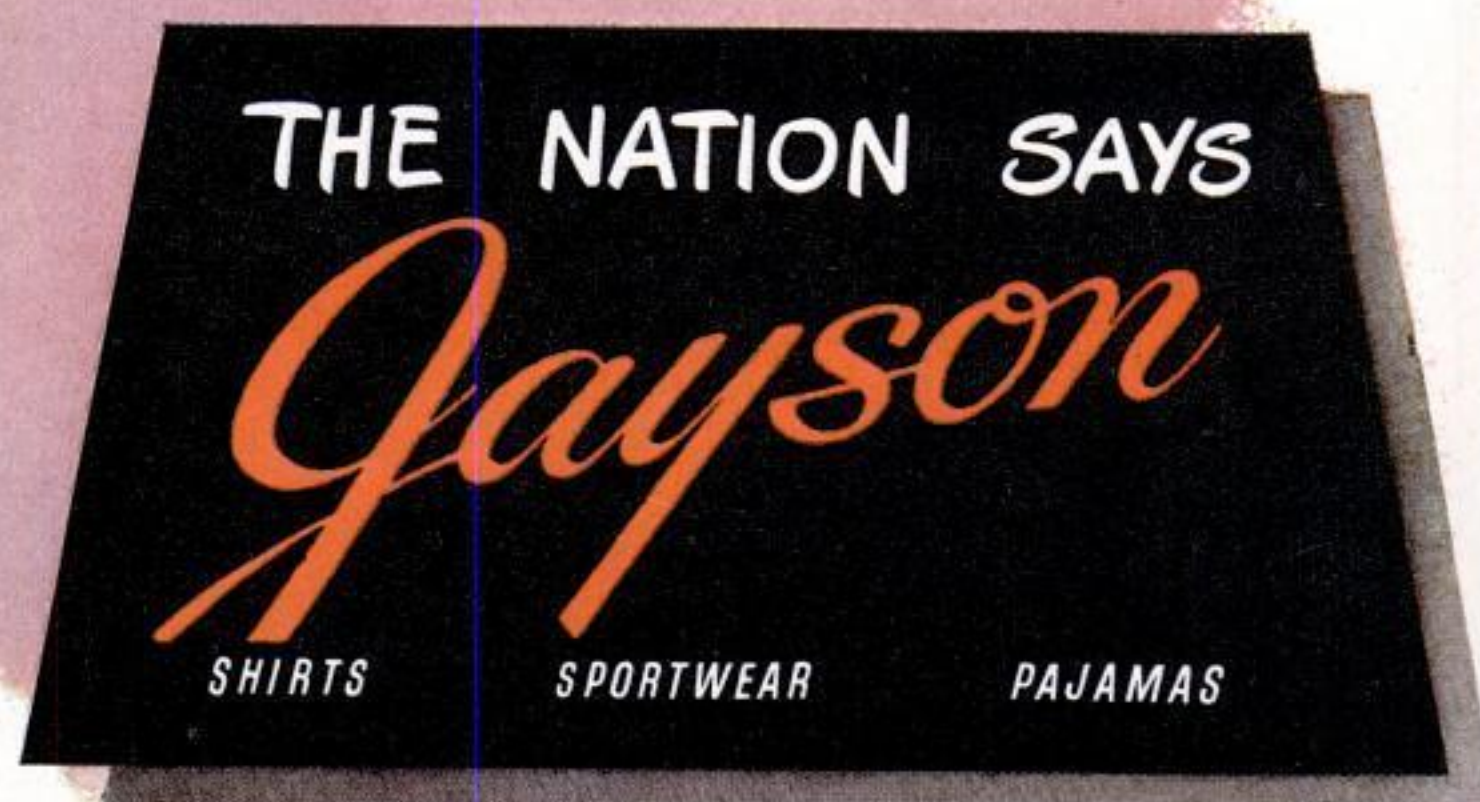
Human energy is usually measured in calories, produced by dextrose. It is the "fuel" sugar of the body, the basic carbohydrate. No matter what your occupation and activity, all muscular and mental effort is powered chiefly by dextrose . . . a pure white sparkling sugar always present in the blood stream, and all tissue cells of the body.

The more active and energetic you are, the more dextrose you use. Study this page. It may reveal your Energy Quota, and remind you that your body is constantly using dextrose sugar for energy.

This page is presented for your interest by Corn Products Refining Company, one of the producers of dextrose.

*Energy Quota

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LIFE'S REPORTS CONTINUED

South Carolina was worried about the confusion that would result if the District of Columbia adopted daylight-saving time and the Virginia and Maryland areas surrounding the District continued to observe standard time.

"Let us say," said Senator Johnston, "that the children in a family do not get up to go to school until 9 o'clock standard time, but the father comes into the District to go to work at 9 o'clock daylight saving. The children would have to get up an hour earlier, or probably the family would have to have two breakfasts."

"That is correct," said Senator Overton. "They would have to have two watches, one keeping standard time and one daylight-saving time."

"Following that up," Senator Maybank said, "Mr. President, I should like to know what would happen to railroad accommodations. . . . If one lived in the neighborhood of Spring Valley or Forty-ninth Street, he would leave at one time, but a man catching a train in rural Maryland would leave at another time. . . . So how would any one know how to catch a train?"

"I do not know," Senator Overton confessed. "If one takes a bus to go to Silver Spring [Maryland], he will meet himself coming back."

"That is correct," agreed Senator Maybank, "he would go and come back before he got there." Both Senators got laughs for this sally.

Even love would be affected adversely by the time change-over, Overton contended. "A boy calls a young lady up and makes an appointment, they have a date for the evening and fix an hour. She has standard time and he has daylight-saving time and they do not get together at all. It merely makes for confusion all around. . . ."

Sixteen Senators shared his confusion. Fifty-six others voted for the bill.



SENATOR OVERTON emerged from the daylight-saving wrangle as Senate's hardest-working comic.



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Keep one box at home — one at work.

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MOTOR OIL
**FLOWS FAST
STAYS TOUGH!**

Change for summer!
Sound your "Z" for
the genuine at this
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coast to coast.

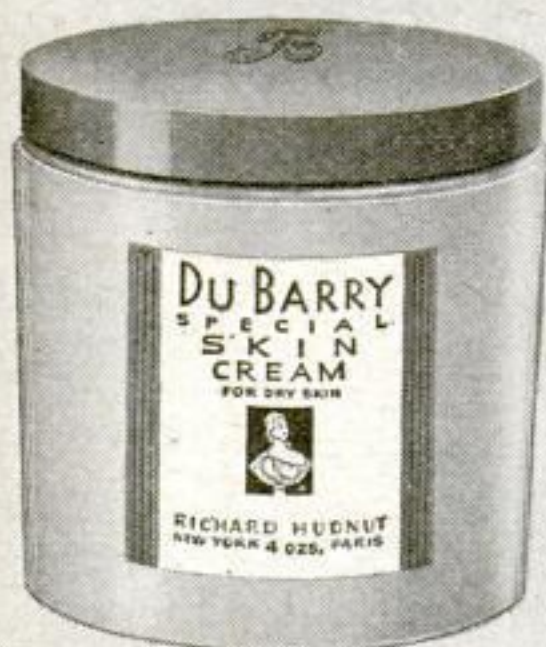


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LIFE'S COVER



The young lady on LIFE's cover this week is 20-year-old Bambi Linn, conversing with Humpty Dumpty (Henry Jones) in a scene from *Alice in Wonderland* (pp. 97-100). In this dramatization of Lewis Carroll's classic, produced jointly on Broadway by The American Repertory Theatre and Rita Hassan, Bambi plays the part of Alice. This is her first big dramatic part, though she was well known as a dancer in *Oklahoma!* and *Carousel*. Since Bambi is under contract to Movie Producer David Selznick, her next adventure after *Alice in Wonderland* will probably be Bambi in Hollywood.

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25—GEORGE SKADDING
29—CAROLINE VALENTA FROM HOUSTON POST
30, 31—A.P., JAMES LAUGHEAD—U.S. COAST AND GEODETIC SURVEY PHOTO BY BYRON HALE, ULRIC MEISEL, DON CRAVEN FROM B.S.
32—DON CRAVEN FROM B.S., A.P., ACME—FRANCIS MILLER FROM HOUSTON PRESS
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35—ZAREH MIHANOFF
36—BOB WHEELER—INT. (2), GEORGE SKADDING
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so "bare"
so young
so beautiful
Kayser's
wonderful
"Barelons"

... these are the seamless nylons you really do look at *twice*—to see if they're stockings! And, if you love that lovely "bareleg" look, you can't do better than these! Kayser makes them with 400 needles ... equivalent to 51 gauge in full-fashioned. In a sun-kissed shade properly named "Delight" ... 8½ to 10½—about 1.55

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Television gives you a choice seat at the game.

Television—a Season Pass to Baseball !

Every home game—day or night—played by the New York Giants, Yankees and Brooklyn Dodgers will be seen over television this season!

Owning a television receiver in the New York area will be like having a season pass for *all three ball clubs*. And in other cities, preparations for the future telecasting of baseball are being made.

When more than one home game is on the air, baseball fans can switch from one to the other—see the most exciting moments of each through television!

Those who own RCA Victor television receivers will enjoy *brighter, clearer, steadier* pictures through the exclusive RCA Victor Eye-Witness picture synchro-

nizer that "locks" the receiver in tune with the sending station. For television at its finest, you'll want the receiver that bears the most famous name in television today—RCA Victor.

When you buy an RCA Victor television receiver or radio, or Victrola radio-phonograph, or an RCA Victor phonograph record or a radio tube, you know you are getting one of the finest products of its kind science has yet achieved.

Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to *The RCA Victor Show*, Sundays, 2:00 P.M., Eastern Daylight Time, over the NBC Network.

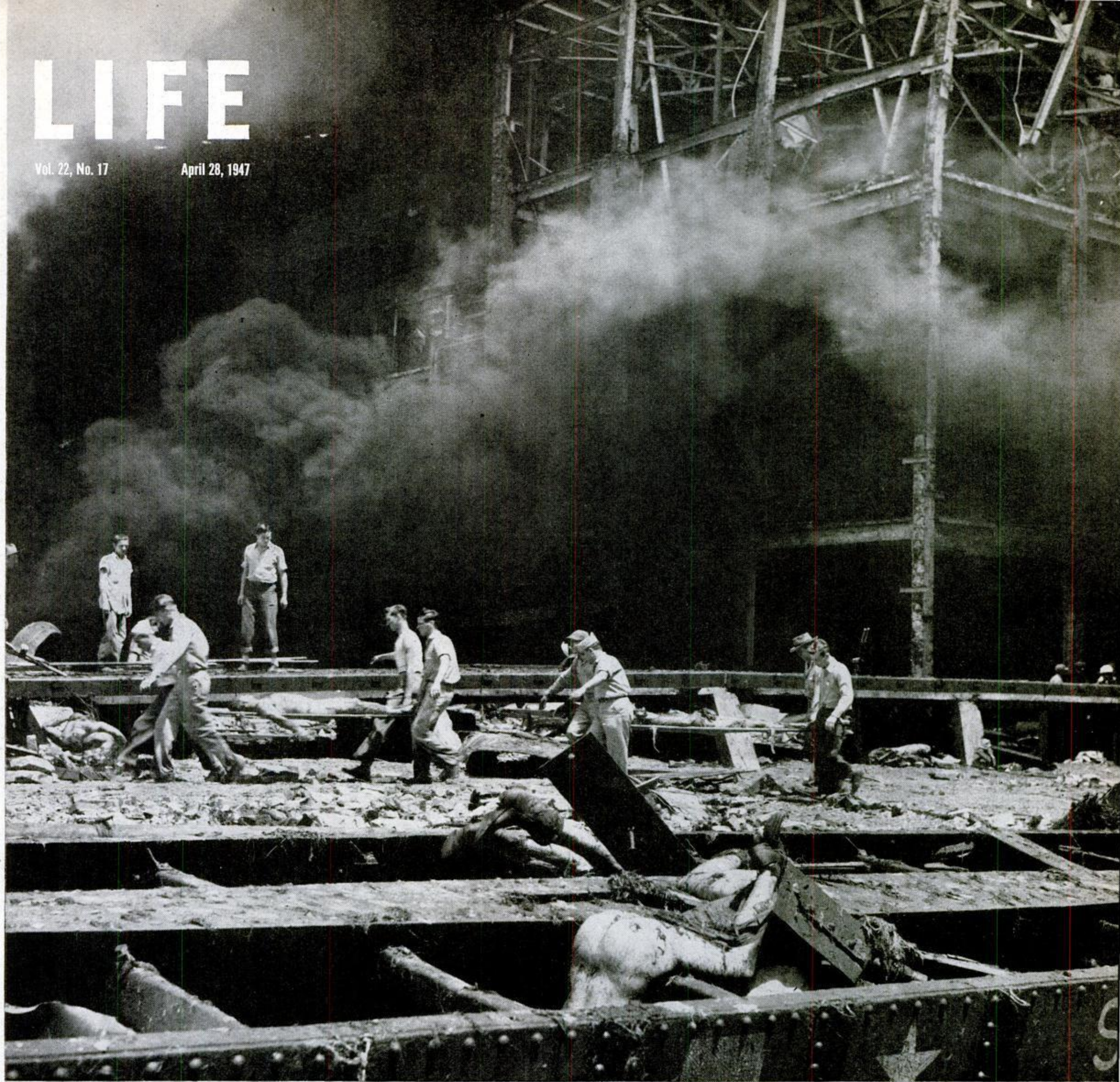
"Victrola" T. M. Reg. U. S. Pat. Off.



Several television cameras strategically located cover the baseball diamond to bring you a close-up of the action wherever it occurs. The engineer can switch from one camera to the other for the best view. Here are two of the super-sensitive RCA Image Orthicon television cameras used by NBC's New York station WNBT in televising all the home games of the New York Giants this season.



RADIO CORPORATION of AMERICA



BEARERS CARRY THE DEAD FROM THE MONSANTO PLANT. BODY-LITTERED OBJECT IN FOREGROUND WAS A FLAT CAR WHOSE WHEELS WERE RIPPED OFF BY BLAST

TEXAS CITY BLOWS UP

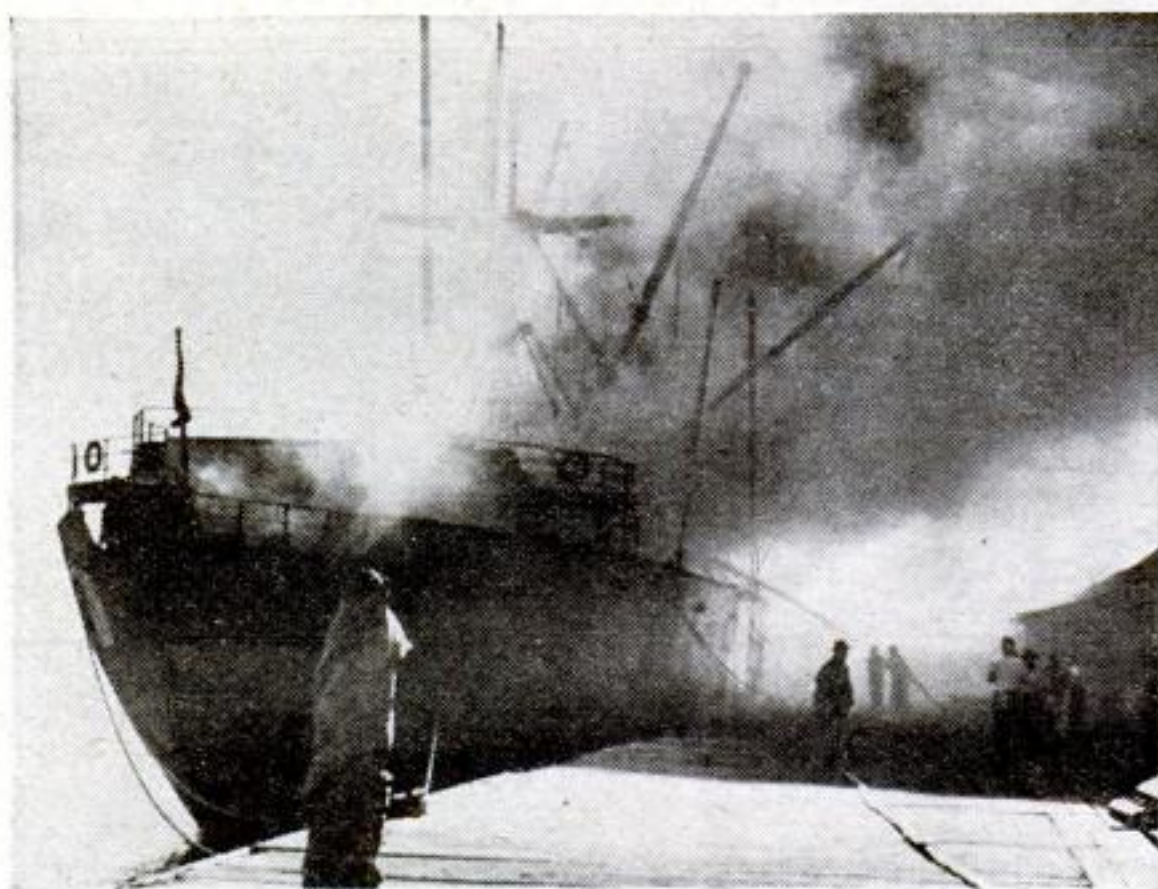
Texas City, Texas, a sugar-refining town on Galveston Bay, was born of World War I and grew up in World War II. Near it lay ammonia deposits vital to munition- and fertilizer-making; it was a natural port for the oil fields. Texas City grew from 5,000 to 15,000 during World War II, spread its tindery bungalows and huge buttonlike oil tanks out across the flat marshy plain that edges the bay. The Government built an \$18,900,000 styrene plant there (for synthetic rubber). Texas City's drawly, friendly people boasted their town was "The Port of Opportunity." It was also honeycombed with tanks of oil and gas.

One morning last week a fire was discovered

about 8 o'clock aboard the French Lines' freighter *Grandcamp*, loading ammonium nitrate down at Shed "O" on the docks and already carrying twine and peanuts. The fire department began fighting what seemed a routine blaze. But ammonium nitrate, a cheap, usually stable chemical which can be mashed and hammered without harm, can yet be exploded, with all the force of nitroglycerin, by a sudden change in temperature.

At 9:12 it exploded. The *Grandcamp's* hull raised out of the water and smashed against the pier. Fire trucks and men were tossed like toys. Burning twine soared over the town and flaked down like burning confetti. Chunks of hot steel

lanced the oil tanks and touched them off like tin cans filled with turpentine. A minute after, three horrendous blasts wracked the styrene plant now owned by the Monsanto Chemical Co. Within that minute hundreds died, seared to death, decapitated, strangled by poison gas or mercifully killed by concussion. Black smoke boiled up over the town. A telephone operator got a line through to Houston. "For God's sake, send the Red Cross," she begged. Yet more horrors were in store for Texas City (*next four pages*). For the next three days, while fires continued to break out savagely, rescue workers counted 377 dead. They estimated that possibly 200 more were lost in the rubble.



MINUTES BEFORE BLAST "GRANDCAMP" SMOLDERS PEACEFULLY

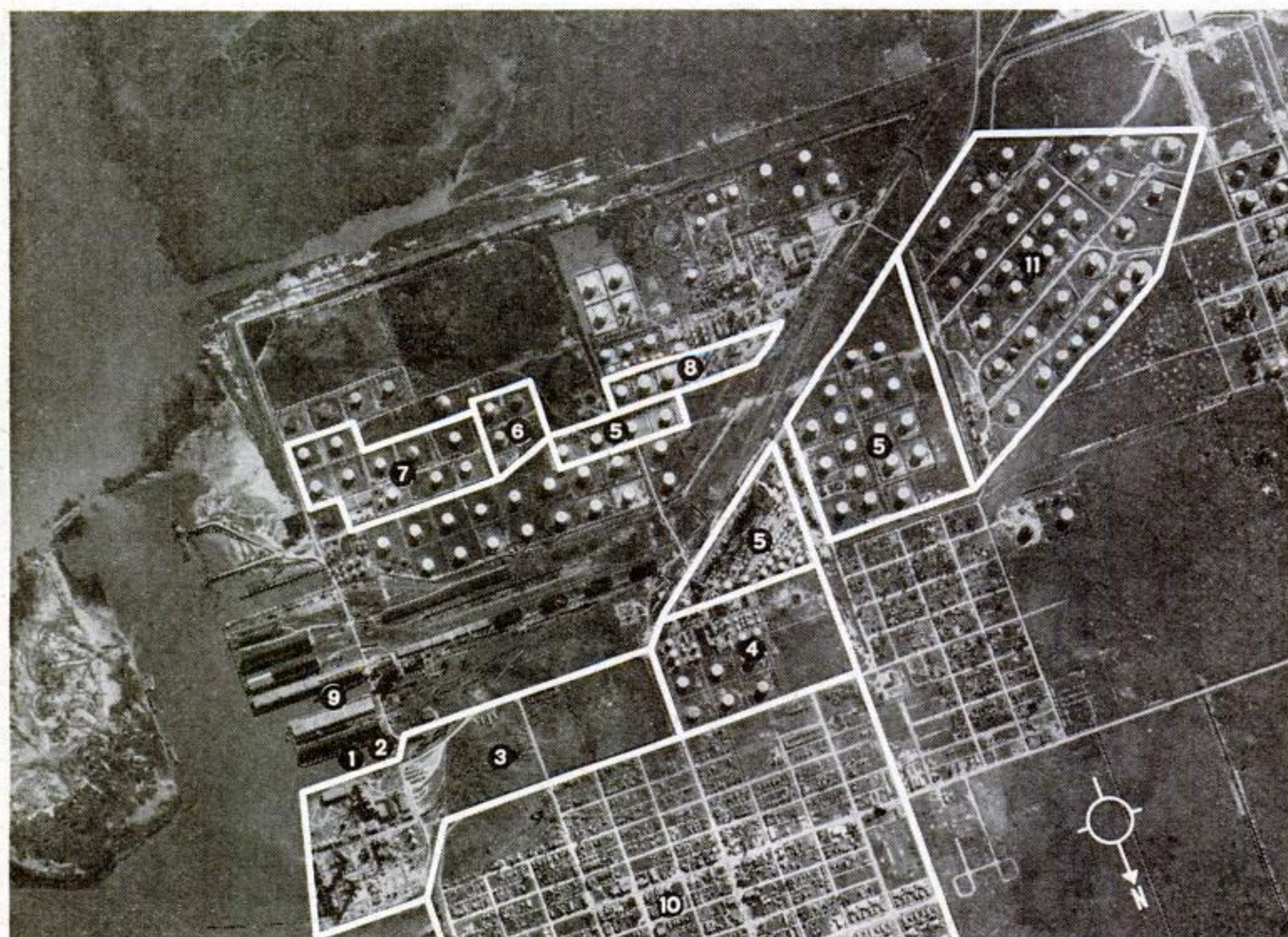
BLASTS HAVE CHAIN EFFECT

From oil tanks and factories the flames spread into residential area

Once it began to ignite and explode, there was no stopping Texas City's grimy industrial heart from burning out. Huge tongues of flame (*right, below*) licked their way from tank to oil tank, and explosions that hurled fiery fragments into the sky spread disaster to more distant factories (*see map below*). Black smoke and chemical fumes stained the bright sky (*right*). The Negro-Mexican quarter rimming the industrial section suffered severely, but even distant homes had roofs and walls smashed by debris. As the explosions continued, window glass flew like shrapnel. Walls split and sagged. Birds plummeted from skies, dead of concussion. In the face of this continuing hell people reacted strangely and heroically. One man, blown into the water, swam half a mile to his home, dazedly began nailing back

the boards blown off his house. Another walked blood-bathed out of the Monsanto wreckage, directed proffered medical aid to others and administered to himself simply from a whisky bottle. A young mother walked blankly down Sixth Street, refusing to give up the dead baby she held.

Repeatedly the unhurt or less injured entered the perilous explosion zone and gave their lives carrying wounded or dead. Almost every member of the Texas City fire department died on duty. As help poured in from outside communities, a huge emergency morgue was set up (*p. 32*). Texas City began to fight back. But "The Port of Opportunity" had suffered a terrible blow. A LIFE correspondent found not a single building in its bustling business area fit for occupation. A third of its homes was damaged.



CHAIN EFFECT of the Texas City disaster is shown by this photo-diagram of the area. The fires and blast started at the *Grandcamp* docked at (1). Its fire attracted a crowd of 500 people, many of whom died in the ensuing explosion (2). Then the Monsanto plant (3) blew up followed by Pipe Line and Stone Oil Companies (4). Dis-

aster next struck Republic Oil (5), Southport Petroleum (6), Humble Oil (7) and Petrotex Refining (8). At 2 a.m. next day the ships *High Flyer* and *Wilson P. Keene* blew up (9), buildings toppled (10) and the flames finally spread to the Pan American Refining Corporation plant (11). Galveston is eight miles to the southeast across bay.



SMOKE FROM MANY FIRES POURS UP INTO THE SKY ON BY DAY, TANKS OF ATLANTIC REFINERY BELCH FLAME.





THE FIRST AFTERNOON. DOCKS WHERE SHIPS WERE BERTHED ARE AT UPPER LEFT, TANK FARMS AT UPPER RIGHT, RESIDENTIAL AREA BEGINS IN RIGHT FOREGROUND
 A LUCKY NORTH WIND KEPT FIRE FROM NEARBY TANKS BY NIGHT, UNDER A HALF MOON (UPPER RIGHT), TEXAS CITY'S SKYLINE IS RINGED WITH FLARING FIRES





GAS MASKS were necessary for the rescuers laboring amid the chemical fumes. Some also needed asbestos suits.



REFUGEES from the blast, a Mexican couple packs what effects it has left into a truck to flee the burning city.



STEEL SHAFT, possibly from the freighter *Grandcamp*, was hurled through the air, embedded itself in the ground.



WHAT SURVIVORS SAW as they began the heart-wrenching task of identifying husbands, sons, wives and sisters was this array of bodies in the Central High School gymna-

sium the day after the blast. It held 188 corpses stretched out in rows through which relatives fearfully threaded their way. Gym still wore decorations left after a party there.



AS THE FIRES DIE OUT, MONSANTO PLANT
IS A MASS OF TWISTED STEEL AND ASHES

LET'S TRADE

IT WILL BE A BETTER WORLD IF U.S. IDEAS AT THE GENEVA CONFERENCE ARE ACCEPTED

This is particularly addressed to LIFE's readers overseas, of whom we are glad to say there are now a growing number in some 50 countries. It may also interest such Americans as happen to be chicken-hearted about the future. For this is a call to faith in that absorbing phenomenon, that tumultuously kaleidoscopic modern wonder, the economy of the U.S. Specifically it is a plea to make the current international trade conference in Geneva the real turning point of what has so far been a rather dismal 20th Century.

First reports from Geneva are not, frankly, very encouraging. The stumbling block is fear. Dr. J. E. Holloway, head of the South African trade delegation, put it this way the other day: "To the U.S. belongs high credit that she has not sought dominion by force of arms. Rather has world leadership been conferred on her by the march of destiny. In measuring up what she will do with this world leadership she will, I hope, forgive us some little anxiety. She stands at the crossroads where her traditional antipathy to the free flow of international trade diverges from her new role as a world leader. She seems to stand there in vacillating acceptance of her eminent and high destiny. . . ."

How It Is in the U.S.

All right, if we look vacillating to you, let us tell you how it really is. First off, we hope that our bemused itinerant, Henry Wallace, hasn't frightened you with his talk of American imperialism. Harold Laski used to frighten us, too, with his British socialism. We had to get used to Harold. You will have to accustom yourselves to Henry. That is fair trade.

We hope too, that you are not taking some of our congressional characters more seriously than they deserve. Perhaps you heard Bertrand W. Gearhart of California sounding off in the House of Representatives not long ago about Geneva: "... Boatloads of smug diplomats, all-wise economists, of experts, theorists, specialists and whatnots, sailing gaily from our shores to barter away . . . the little factory in Wichita, the little shop in Keokuk . . . the rose-clad motel in Merced. . . ."

Well, we Americans call that just wind moaning on Capitol Hill. Probably some hammer-head will get up in Congress one of these days and point out that it was a ship engaged in foreign trade that blew up Texas City. Certainly you will hear Chairman Harold Knutson using his House Ways and Means Committee as a sounding board for his fear that the good old American way of life is threatened unless there is a high tariff on fish glue. But if some of this noise comes from Republicans, who of course now have the votes, don't make the mistake of assuming that high tariffs are official Republican policy. They aren't.

Senators Vandenberg and Millikin, two responsible Republican leaders, have already made a deal; it guarantees that Presidential powers to cut tariffs up to 50% are secure for another year. True, there is a seemingly important hedge in this deal. Tariff reductions can be cancelled by the President if they are shown to harm an American producer. Comments the

London *Economist*: "If this means what it appears to say, it makes the whole process of tariff reduction meaningless."

Hold on there, *Economist*. There have been escape clauses of some sort in all reciprocal trade agreements negotiated in recent years, and practically no one has yet proved to have been hurt. Indeed, it is the job and purpose of our State Department to make agreements benefiting all and hurting none. Item: Swiss watches. Back in 1936 the Tariff Commission reduced the rate so that Swiss movements began to stream into the U.S. to be encased and sold. The Swiss share in the U.S. watch market rose from 20% to 41%. You might have expected a howl from our manufacturers. But their business increased too. The promotion and salesmanship aroused by the new competition so changed the buying habits of the nation that the market for good watches actually doubled between 1935 and 1941. Trade was freer and everybody gained.

That illustrates what Americans believe will happen—intend shall happen—with the items for which new tariffs are presently being negotiated. The worst mistake, as Americans view it, would be to assume that the margins of past economic patterns will also be the boundaries of future designs. The U.S., whose imports averaged about \$2 billion worth of goods a year in the decade before the war and whose exports averaged about \$2½ billion, now contemplates a two-way target somewhere between \$10 and \$15 billion each way. U.S. farmers have been shipping \$3 billion worth of food, which represents an average of \$500 added to the income of every farm family. We like that much better than we did "plowing under."

And if you still think of U.S. businessmen as economic isolationists, put it out of your mind. For they are among the strongest supporters of freer trade now. They talk of doubling the size of the world economy in the next 10 years.

Our Answer

It is true some illusions about our golden bathtubs went down the drain in the '30s. But remember what has happened since. We doubled our productive capacity during the war, more than doubled our national income and have built up a demand for consumers' goods which all your factories and craftsmen, even after they get working again, will find it hard to fill.

We deeply feel that in our system of competitive, more or less free capitalism, we have the answer to the job of getting the world on its feet again, its people fed and prosperous and able to satisfy their needs in some way less wearing and tearing than war. Fairness demands that we tell you people overseas that many Americans have the fervor of a crusade about this.

Frankly, they feel guilty about the Hawley-Smoot tariff, which in the early '30s set off such an unpleasant economic chain reaction. Many Americans believe that what they should now do is precisely what Britain did 100 years ago: drastically cut tariffs in a big unilateral gesture. In theory this is probably right. Instead we have compromised on a gradual emergence into

a freer world. This is the minimum American scheme that is being offered at Geneva. The details of how you will ease your controls and discriminations in return for our tariff concessions, how trade is to be financed and reciprocated, require patient working out.

If the "march of destiny" has left the U.S. in a position of leadership, you will not find us imposing that leadership at Geneva, but rather offering it as a guide. The important thing, in the American view, is to get started in the right direction, and the Geneva conference is the place to make that start.

Your Choice

You say that America asks you to play it all on one card, and you ask what will happen if there is a bust in the U.S. Wouldn't the U.S. stop buying from you and thus make you worse off than before, while still trying to sell to you, in effect exporting its unemployment? Yes, that could happen. But the U.S. knows more today about booms and busts than it once did. It is trying to avoid wild swings of inflation and deflation. Certainly there are few of the factors present for a bust of the 1929 variety. Certainly there are fewer chances for world depression if the U.S. continues to import the vast amounts of raw materials it needs for industries and the luxuries it needs for its rising standards of living.

And what is the alternative to hitching to the American star? Why simply a return to the ant-hills of isolated economies. There would be few American machine tools to modernize British industry, an even less civilized diet, few movies from Hollywood for a Britain trying to subsist within its empire. Northwest Europe would go back to the impossible rat race of trying to exist on its own insufficiencies.

Most serious of all, this anthill economics would inevitably intensify state management or ownership of industry and agriculture. It also has the inescapable concomitant of extreme nationalism. In such a world the freedom of the individual would be sunk and might not reassert itself for centuries. That is a threat of the most serious possible nature for our entire civilization.

This alternative offers the U.S. and the world only scarcity, a narrowing of men's minds, a curtailment of movement and freedom, a turning back of the clock.

At Geneva the people of the U.S. offer a free choice. Choose wisely.

PICTURE OF THE WEEK: ➔

Senator Alben W. Barkley, along with Senators Brewster, Ferguson and Hatch, arrived in Cairo April 7 for an Inter-Parliamentary Union conference, a discussion of international problems between 24 countries. But the senators also used the trip for a "grand tour" that included Gizeh (for a look at the pyramids), Athens (for a look at the Greek situation), Rome (for an audience with the Pope). At last week's end Brewster, Ferguson and Hatch were back home. But the Senate's minority leader, who had obviously enjoyed his side trips (*opposite*), also stopped off to see Paris in the spring.



KENTUCKY'S SENIOR SENATOR GETS TAKEN FOR A CAMEL RIDE
AMONG EGYPT'S ANCIENT PYRAMIDS DURING CAIRO CONFERENCE



BROOKLYN FANS STAND ON OPENING DAY TO CHEER AS JACKIE ROBINSON (OPPOSITE PAGE) SCORES DODGERS' WINNING RUN ON PETE REISER'S LONG TWO-BASE HIT

OPENING DAY

It reveals ambidextrous President
and first Negro in major leagues

In the grandstand of Brooklyn's Ebbets Field (above) the faces were all familiar. They made the same raucous noises, sweet music to no human ears except those of the volatile U.S. baseball fan. Last week, before 244,698 such fans in seven U.S. cities; 16 American and National League teams officially opened the 1947 baseball season.

The day's spotlight wavered on new club-owner Bing Crosby (below, right), who watched his Pittsburgh team in Chicago. But the big attraction was

former U.C.L.A. athlete Jackie Robinson (*opposite*), the first player to overcome the unwritten rule that no Negro may play major-league baseball.

Three days later, in Washington, Harry Truman wrote an ambidextrous variation into baseball's holiest ritual: the official throwing of the first ball onto the field by the President. Left-hander Truman elfishly tossed out one ball right-handed, and then let fly another with his left arm (*below*). As any baseball man will verify, you can't trust a southpaw.



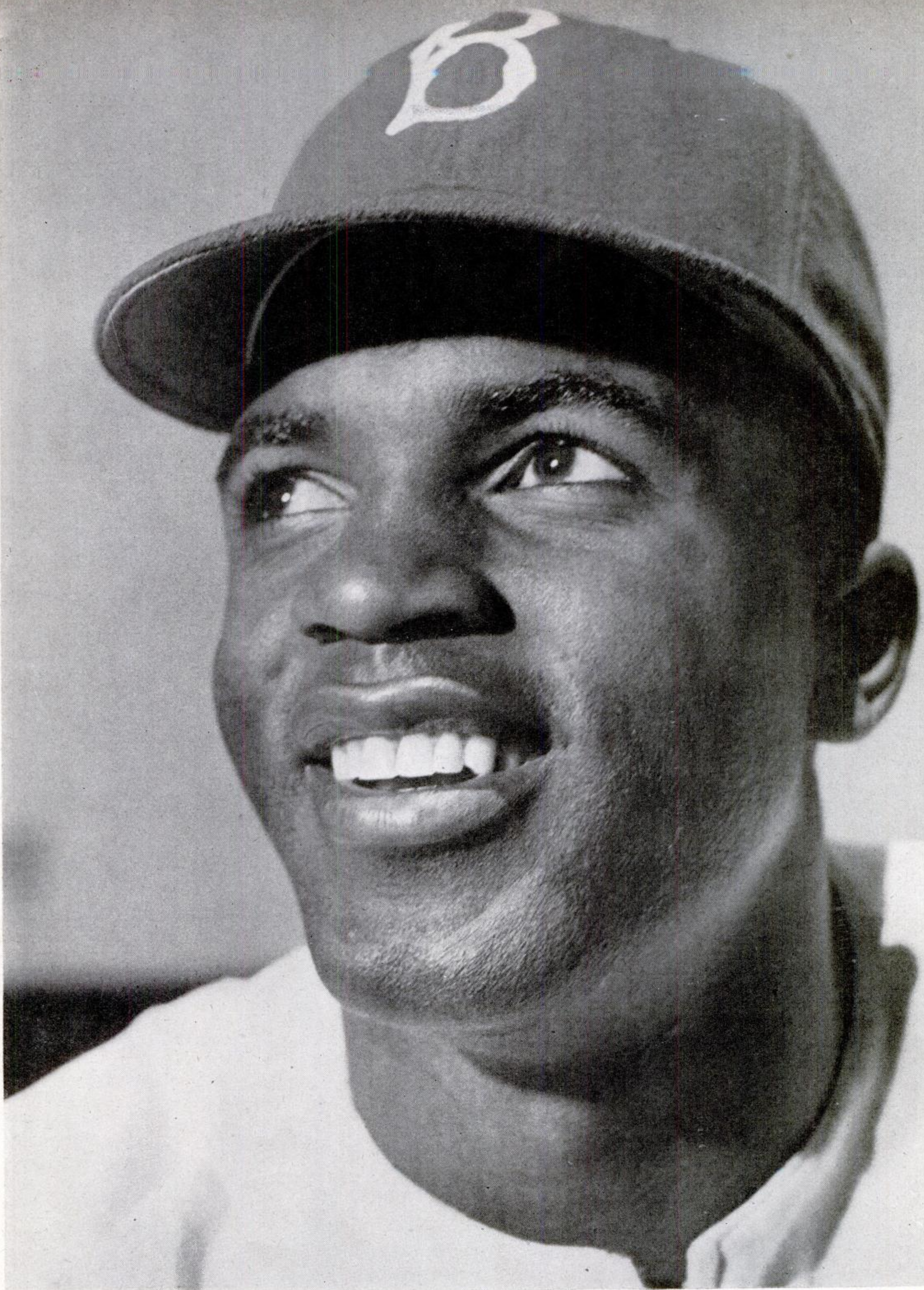
RIGHT-HANDER TRUMAN startles Admiral Leahy (*right*) as his high, hard pitch opens season in Washington.



LEFT-HANDER TRUMAN throws out second ball. This is his natural throwing arm, but the pitch was wild.



RIGHT-HANDER CROSBY shivers in Chicago's cold. He did no pitching, broadcast part of Cub-Pirate game.



JACKIE ROBINSON is 28 years old. He won promotion to a major league by leading the International League in

batting in 1946. Last week with Brooklyn he slammed his first big-league home run in the third game of the season.

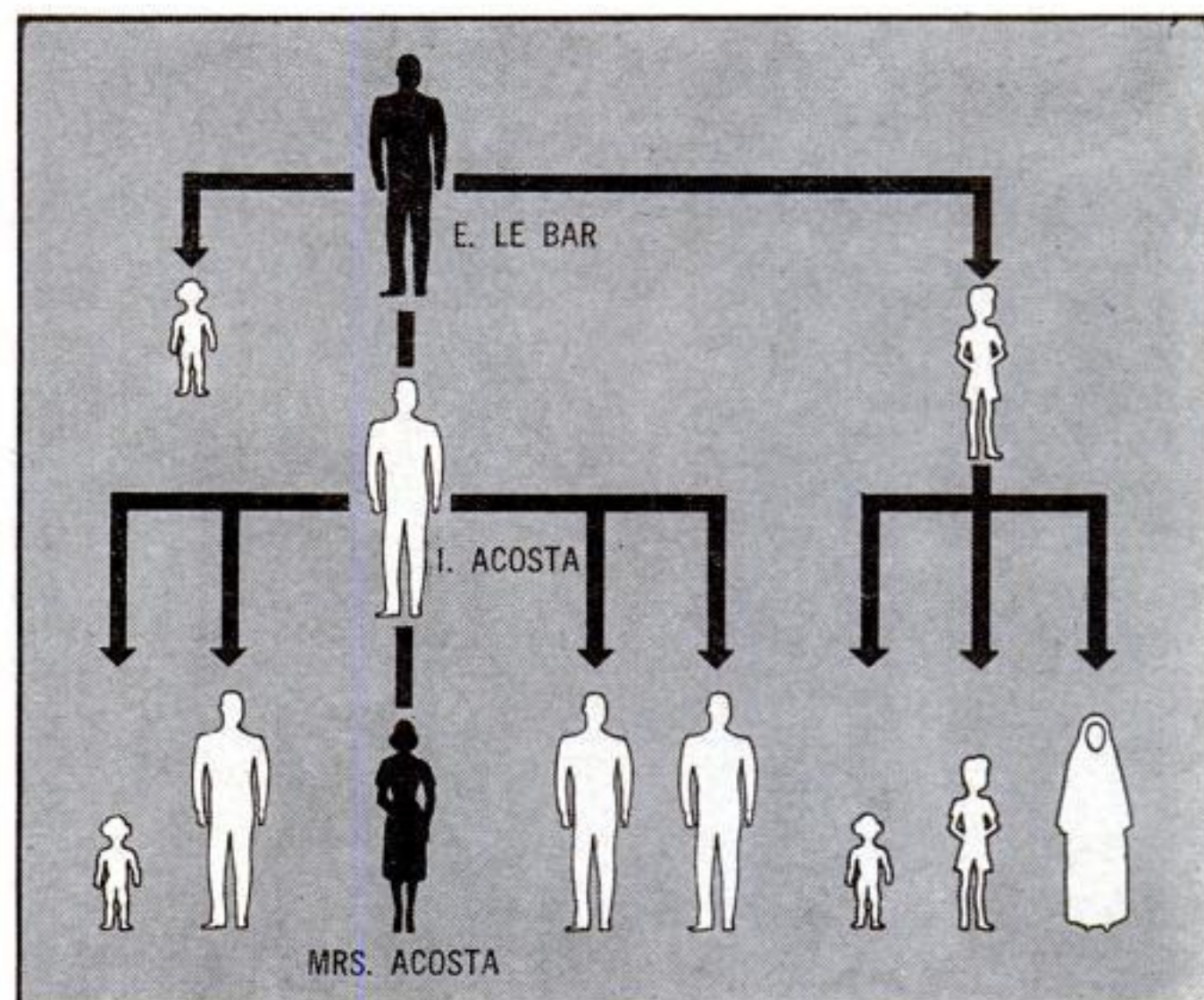
After one week's play the lithe Negro looked less like an issue and more like the regular Brooklyn first baseman.



EARLY VACCINATION against smallpox is given to a small boy in England by the great Dr. Edward Jenner in 1796. Jenner, observing that milkmaids exposed to cowpox were immune to smallpox, produced immunity in others by deliberately scratching cowpox virus into the skin.



EARLY EPIDEMICS (above) were sometimes combated by doctors who scraped smallpox vaccine from the bellies of calves while patients looked on. Below: recalcitrant citizens are taken to be vaccinated during Montreal smallpox epidemic of 1885-86. In this outbreak 3,000 people died.



DISEASE SPREAD from Eugene Le Bar to Ismael Acosta and two children. Acosta in turn infected his wife, who died, and four others. One child who was infected by Le Bar passed virus to two children and a nun in Millbrook, N. Y.

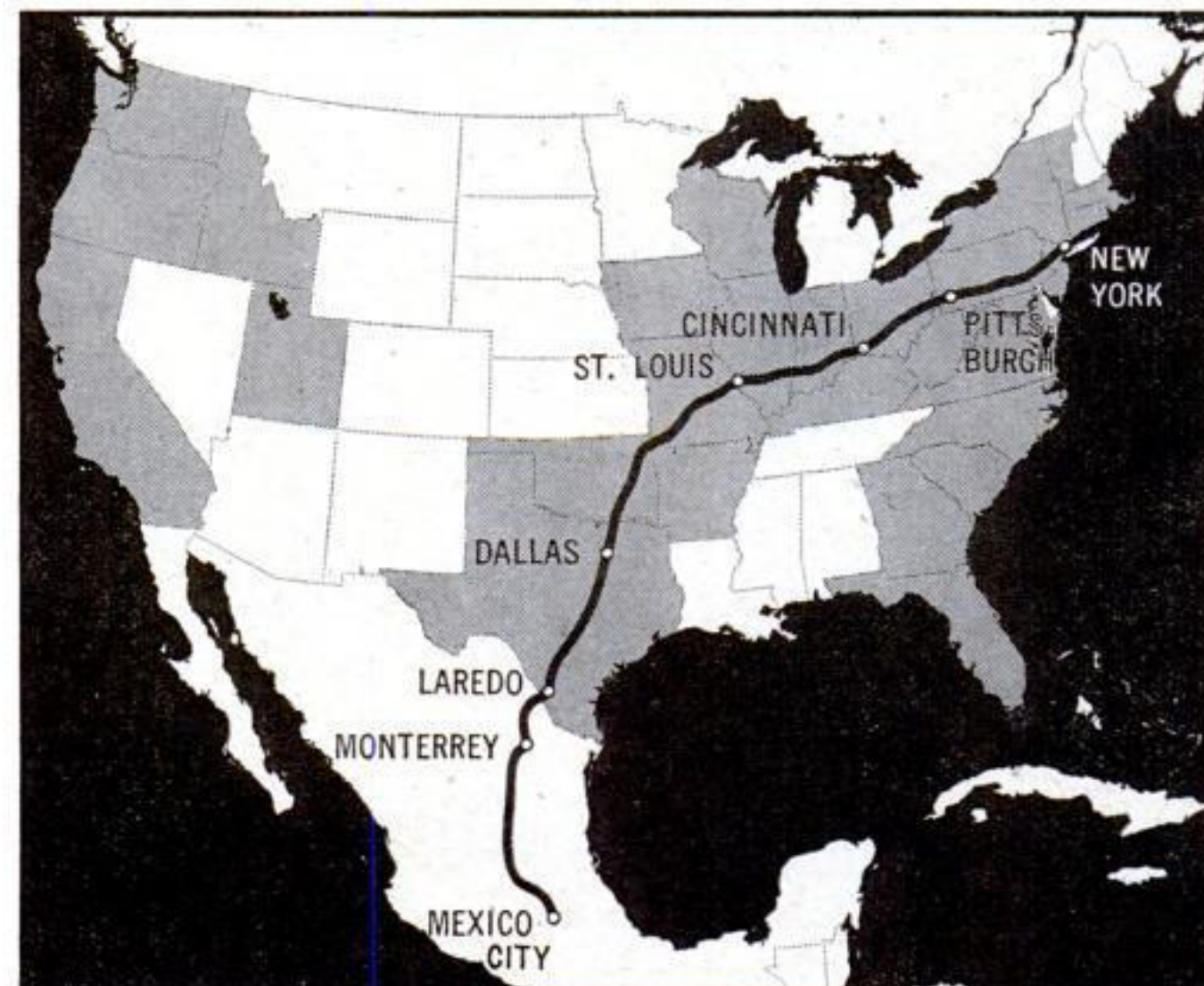
SMALLPOX SCARE

New York vaccinates 2,000,000 for disease which might have spread through entire U.S.

Last week New York City and the U.S. came safely through a close brush with a frightening epidemic disease. The disease was smallpox, the ancient contagion which sometimes kills a third of those infected. The city felt its presence when a baby and a young man developed the symptoms. In three weeks there were nine other cases and 2,000,000 New Yorkers had patiently waited in line to be vaccinated.

One man had brought the disease into the city. On March 1 Eugene Le Bar, an importer, had arrived on a bus from Mexico City and taken sick in a hotel. Nine days later Le Bar died without knowing what was wrong with him. The diagnosis of "hemorrhagic bronchitis" was belatedly changed when the other smallpox cases were traced back.

The potential danger of New York's smallpox outbreak was something to make public health officers turn pale. Within a few days after Le Bar had been in his hotel, other guests had scattered to 29 states (below). But last week U.S. health authorities breathed more easily. The incubation period of smallpox (8 to 21 days) had passed with no new cases reported which could be traced to the unfortunate Mr. Le Bar.

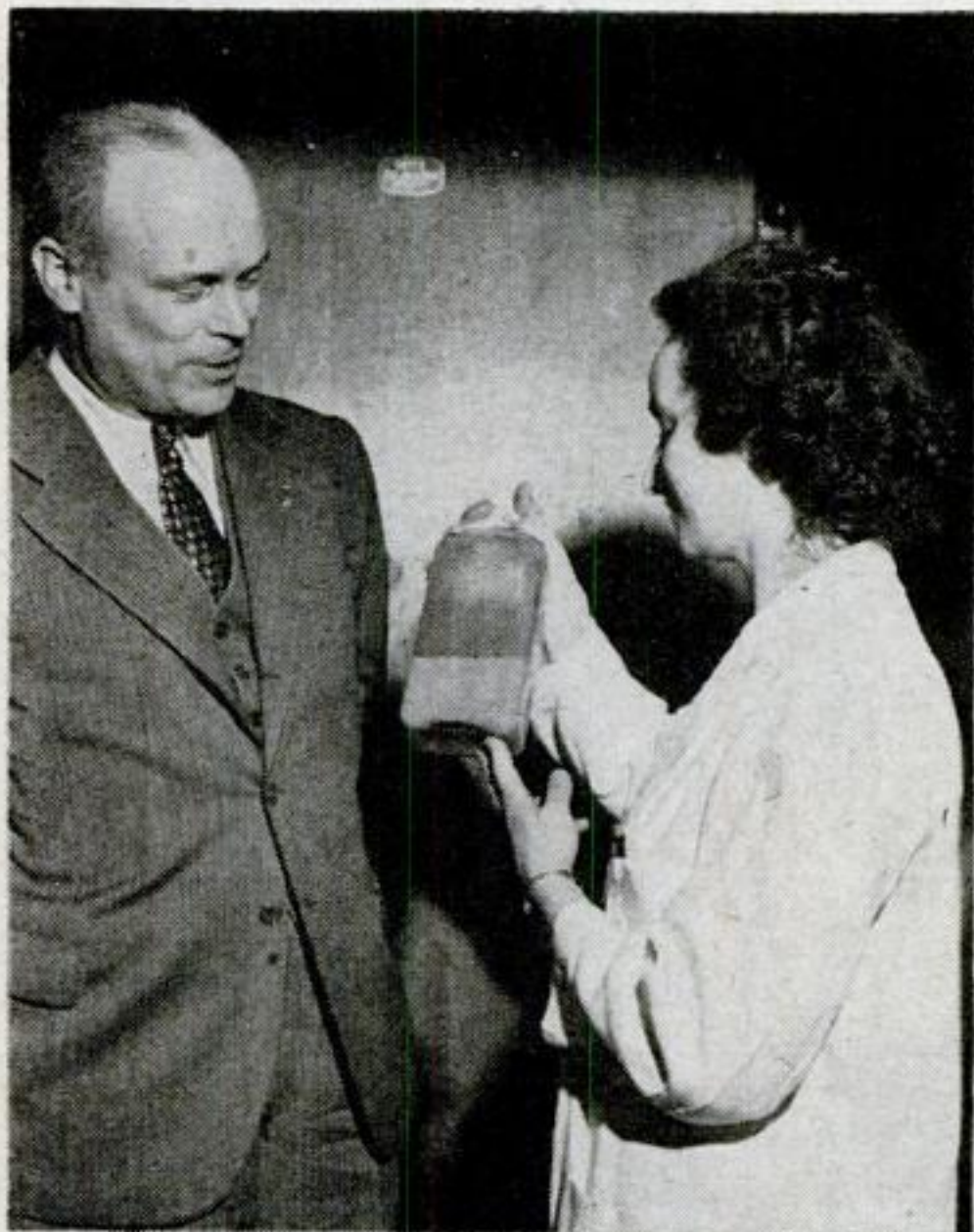


DISEASE MIGHT HAVE SPREAD to 29 states (shading) if potential carriers had been infected. Line from Mexico to New York is Le Bar's bus trip.



WAITING TO BE VACCINATED, New Yorkers form in a long line outside Morrisania Hospital. The campaign started with the vaccination of firemen, policemen, hospi-

tal staff members, inmates of city flophouse. Mayor William O'Dwyer set 175,000 former air-raid wardens to ringing doorbells. Largest number vaccinated in a day: 500,000.



VACCINE in bottle was the city's entire reserve at one point. But the vaccine was replenished before it ran out.



RECLUSE in Millbrook, N.Y. is vaccinated by doctor at home. Child (see chart) infected three Millbrook people.



SHOWGIRLS in *Oklahoma!* and *Carousel* stand in line to be vaccinated on the leg shortly before curtain goes up.



THE PEOPLE FROM SHORELINE ENGLISH TOWNS GAZE AT THE 85,000-TON QUEEN ELIZABETH, HELPLESSLY AGROUND ON A MUDDY SHOAL IN SOUTHAMPTON HARBOR

STRANDED LINER

16 tugs take 26 hours to free
the biggest liner in the world

On April 14 the *Queen Elizabeth*, the world's largest liner, nosed slowly in toward the harbor channel. She would dock at Southampton within an hour. Suddenly the pride of England's merchant fleet ground to a stop on Brambles Bank, a treacherous, muddy shoal.

The impact was slight, and passengers calmly settled down for the delay. They soon found that the ship-to-shore phone had been cut off, that tele-

grams were being censored and that the bar was closed. Most waited a miserable 26 hours for tugs to free the liner, another 24 for the fog to lift.

When the ship docked, 50 hours after running aground, the only person at all happy about the whole thing was the British Chancellor of the Exchequer. During the delay a new duty went into effect and every carton of cigarets aboard would bring an additional \$2 tariff to the British treasury.

"SUMMER-TONES" BY

Roblee

SHOES FOR MEN

Roblee Reg. U. S. Pat. Off.

Looking toward hot weather
—here are the shoes your feet
will feel best in. Two-tones
and ventilateds, all with
Roblee's easy-fitting ways.

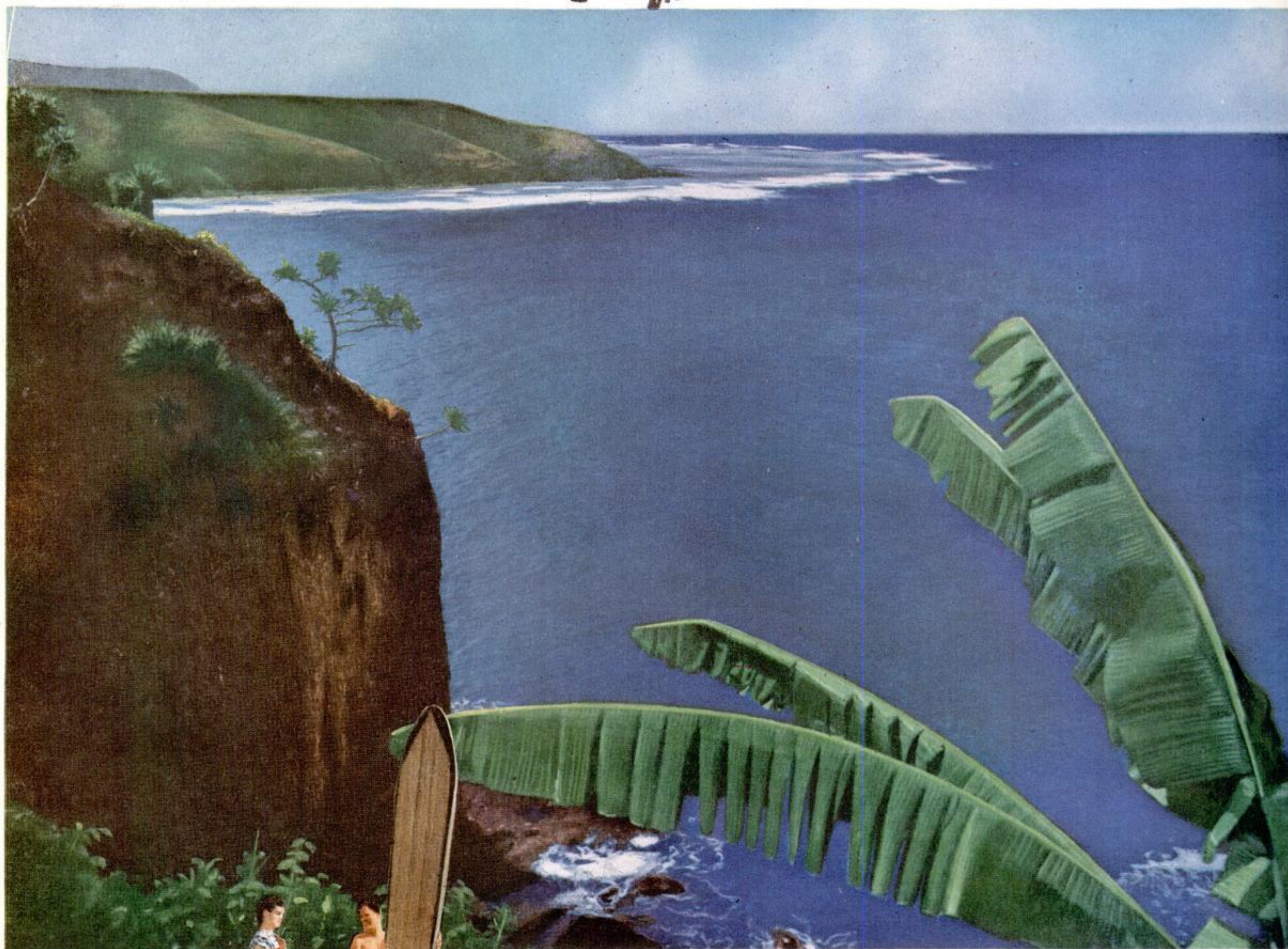
Roblee Division
Brown Shoe Company
St. Louis



*You step into a "different world"
the moment you board a Clipper*



Across the



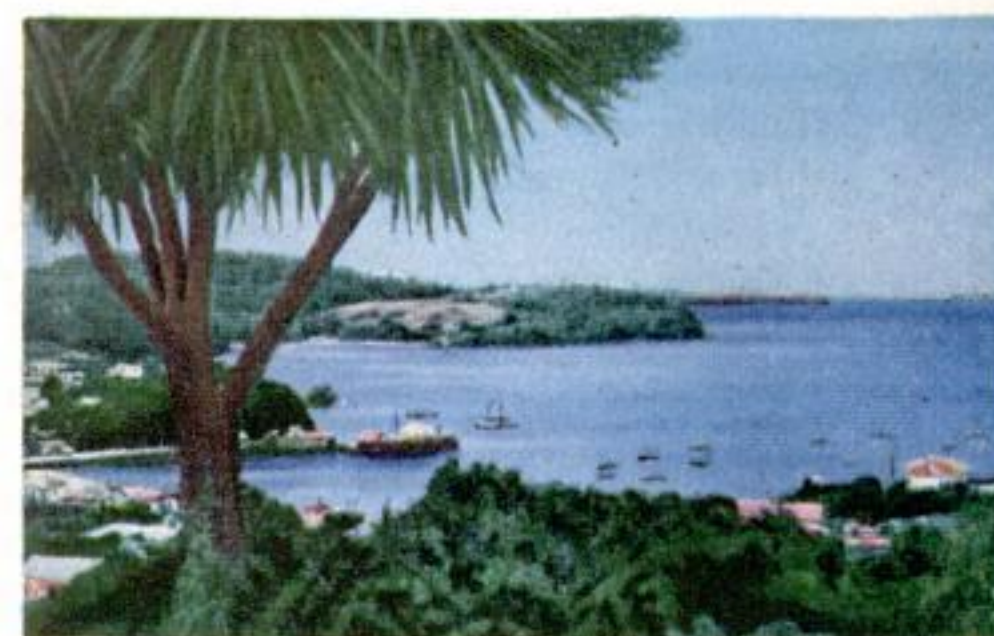
Typical of gorgeous Hawaii (above) is Koko Head—30 minutes from downtown Honolulu.



At Waikiki the redecorated Royal Hawaiian Hotel is now open. Other hotels, not only on the island of Oahu but also on Hawaii, Maui and Kauai are welcoming tourists. But the Hawaii Visitor's Bureau recommends: "Reserve rooms and receive confirmation before leaving the mainland." Your local Travel Agent will be glad to make these reservations for you.



Transport—old style. By far the fastest way for businessmen to reach Manila is by Flying Clipper. It's only a matter of *days* when you go by air! The Philippines are not ready yet for tourists . . . But work goes on, aided (above) by the faithful *carabao*, or water buffalo.



In New Zealand, businessmen will find that days saved in transit by Clipper can be spent in sport. From ports like Half Moon Bay (above) on Stewart Island, launches put out for record-size marlin, swordfish, broadbills and mako sharks . . . The thrill of a lifetime!

Blue Pacific

TO HAWAII, NEW ZEALAND
AND AUSTRALIA OR TO HAWAII,
MANILA AND THE ORIENT



The bell sounds at the airport in California . . . Your Clipper is announced by name . . . As you step aboard you know instantly you've begun a different kind of vacation *even before you take off!*

Hawaii—Canton—Noumea and Auckland . . . Guam—Manila and Hong Kong are old, familiar names to your ten-man Flight Crew. Pan American was **FIRST** of all the world's airlines to fly the Pacific . . . has flown over that great ocean on regular schedules since 1935.

Your pilot? He's certificated as "Master of Ocean Flying." 19 years of over-ocean experience lie behind him.

Your Co-Pilot, your Flight Engineer, and other crew members share in that great tradition. No wonder traveling by Clipper is different! *This* is the world's most experienced airline. *This* is the way to cross the blue Pacific!

For reservations, not only across the Pacific, but to Alaska, Latin America, Europe, the Near East, India, and Africa, see your Travel Agent or the nearest Pan American office.



*World's
most experienced
airline*

A great tradition makes you our guest . . . We of Pan American share in a nineteen-year record of public service unequalled in air transport. We realize and *know in detail* every one of the requirements which make traveling abroad so different from traveling inside the United States—and, *at the same time, so interesting!* Call on us for help with customs, foreign exchange and immigration procedures—for any personal service regarding your transportation.



Pint-sized cousin to a kangaroo is the wallaby, one of the strange animals native to Australia to be seen at the Sydney zoo. Travelers can now go straight through to Sydney by Pan American *without change*. By Clipper it's only 40 hours flying time from California to Australia . . . with island stopovers, less than 3 days in all!



Sydney, largest city in Australia, has 1,350,000 inhabitants . . . a magnificent harbor, horse racing, swimming, smart shops—every facility for aiding the businessman or tourist arriving by Clipper . . . Important products are wool (Australia has one-sixth of all the sheep in the world), wheat, oats, sugar cane and beets, hides and gold.



生意興隆

which (translated) means "business is picking up" in Shanghai. Every old "China Hand" (a businessman who has spent years in the Far East) knows that the fastest way to go **EAST** from the United States is to **FLY WEST** across the Pacific from California by Clipper . . . But, for strangers—the building, right foreground, is a bank; the vehicle in front of it is a "pedi-cab" (bicycle plus rickshaw); the building with a clock tower is a leading department store . . . Pan American flies you to Manila . . . convenient connections by air for China.

Your Travel Agent or nearest Pan American office has latest details on rates and reservations

PAN AMERICAN WORLD AIRWAYS



The System of the Flying Clippers



"This is where we all follow suit"

When you bring out Paul Jones, you're dealing with flavor. And, in a drink, flavor comes first! That's why Paul Jones is made in the slow, old-fashioned way ... to give you especially rich and hearty flavor!

*Fine Blended Whiskey. 86 Proof. 72½% grain neutral spirits.
Frankfort Distillers Corporation, New York City.*



Paul Jones
FIRST OF ALL... FOR FLAVOR!

PEOPLE

HENRY WALLACE IN ENGLAND

Henry Wallace, former Vice President of the U.S. and currently the foremost critic of his country's foreign policy, landed in England on April 8. He bore 10 dozen eggs for poultry researchers—and the seeds of international controversy. He lambasted the Truman Doctrine of aiding Greece and Turkey as "a one-way road to war."

U.S. reaction was immediate. Congressmen bristled. Vandenberg called it "a shocking thing."

In Britain the speeches were not uniformly welcomed. A Laborite hailed him as a "messiah from the West"; the *Daily Mail* thought him a "child in a terrible dark." Churchill entered the scene, said Wallace was "forgathering with crypto-Communists," those who do not have the "courage to explain the destination for which they are making." Mildly surprised at these reactions, Wallace left to make more speeches in Scandinavia.



WALLACE SITS ON ENGLISH CURBSTONE, FOLDS HIS ARMS ABOUT THE ONLY CHILDREN WHO SURVIVED WHEN A U.S. BOMBER CRASHED INTO SCHOOL DURING WAR

Long, Long Ago...



1903—CHARMING MAXINE ELLIOTT, lovely actress, was the toast of the winter season in New York. Society also praised a famed yachtsman and tea merchant, Sir Thomas Lipton.

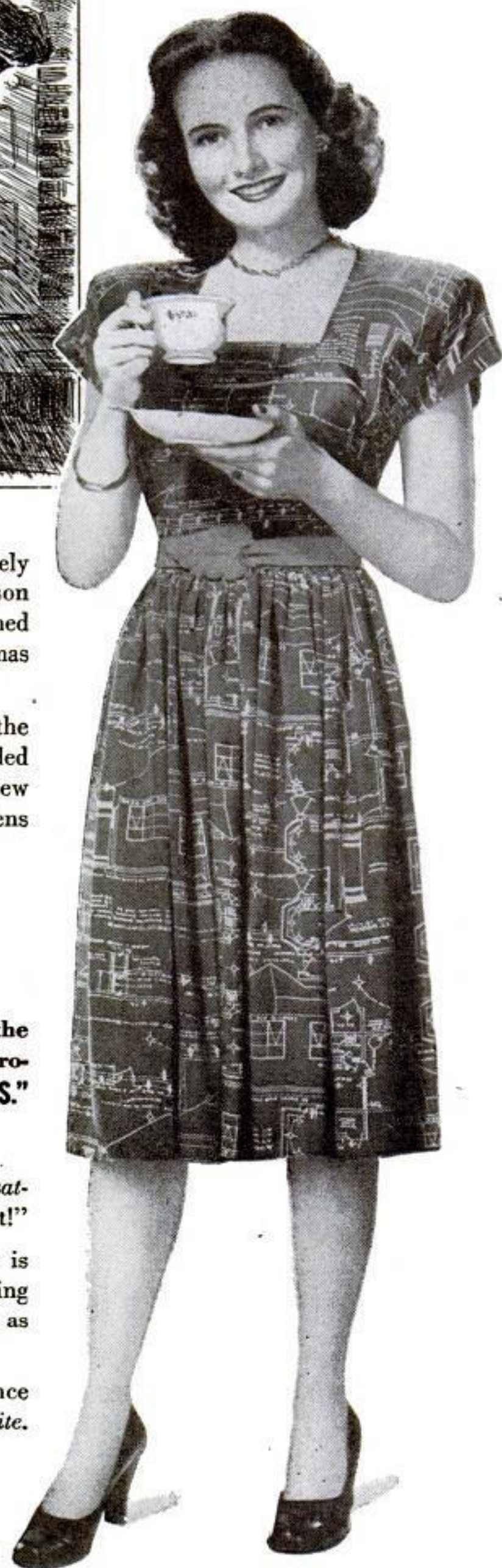
Miss Elliott delighted playgoers in the role of *Georgiana Carley*. Sir Thomas added to their pleasure a most enjoyable new blend of tea, perfected in his Ceylon gardens—brisk-flavored Lipton Tea.

1947—TERESA WRIGHT is one of the stars in Samuel Goldwyn's all-star production, "THE BEST YEARS OF OUR LIVES."

TERESA SAYS, "Sir Thomas created a really satisfying tea. So fresh, so spirited. I love it!"

The reason, Teresa, is this. Lipton's is brisk. Brisk means richer flavor—a pleasing result of Lipton's own way of blending as many as 18 different teas.

No wonder there's a delightful difference that makes Lipton Tea America's favorite. Try it. You'll enjoy it.



LIPTON TEA

Brisk flavor
—never flat

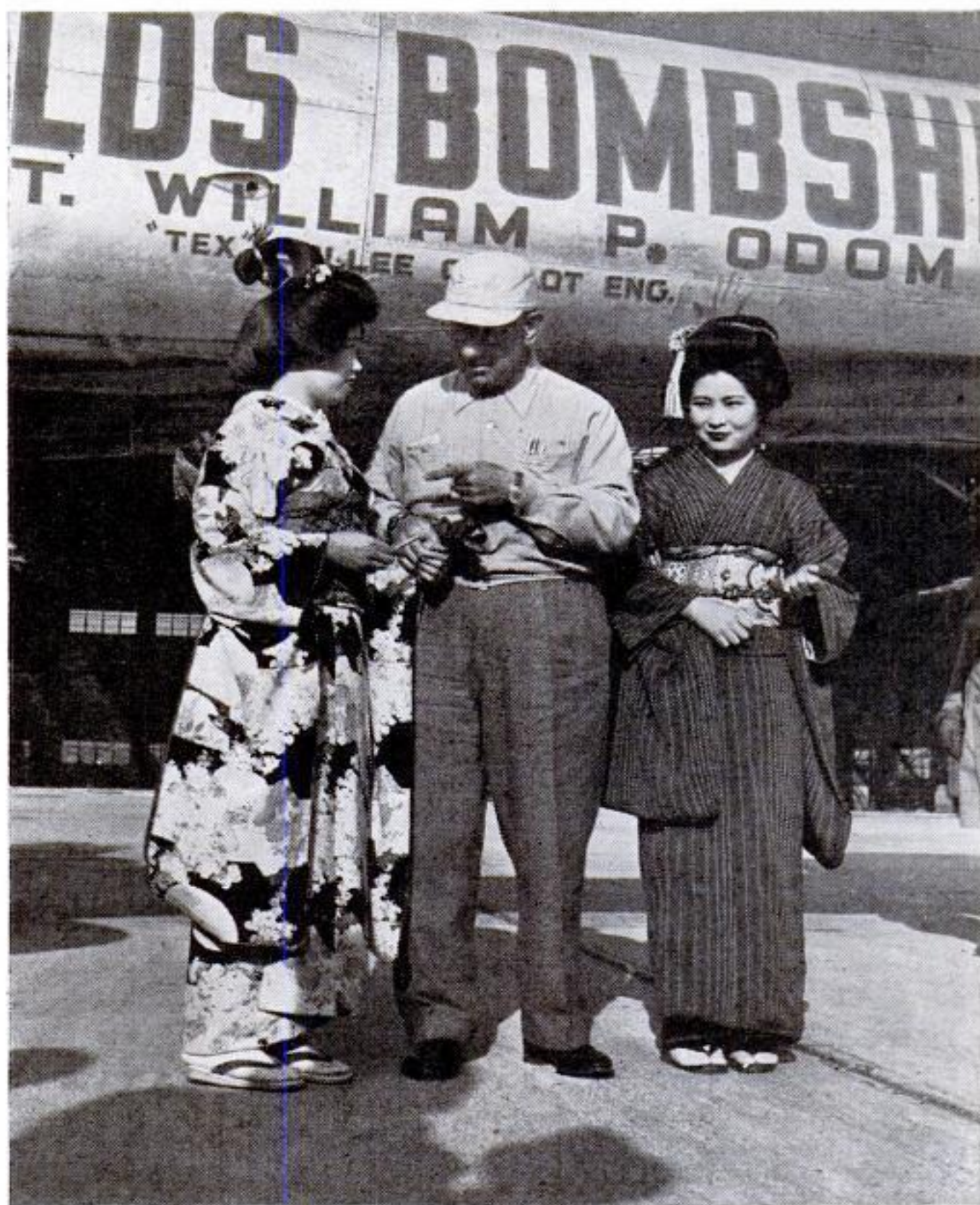
SAVE MONEY—BUY THE LARGER PACKAGES.

PEOPLE CONTINUED



STASSEN IN MOSCOW

While touring France, Greece, Yugoslavia, Austria, Czechoslovakia, Germany, Poland and Russia, Presidential Aspirant Harold E. Stassen gives a sample of his bass-viol playing at a press party which was held in Moscow. He also spent 80 minutes with Stalin.



PENMAN IN TOKYO

While circling the world in a plane, Milton Reynolds, maker of ball-point pens, hands out some samples at the Yokota airfield in Japan. He also set a round-the-world record of 78 hours, 56 minutes, promoted a new 98¢ pen named after his plane, the *Bombshell*.

CONTINUED ON PAGE 48

WHAT DOES A BUMPER CROP OF BABIES EAT?

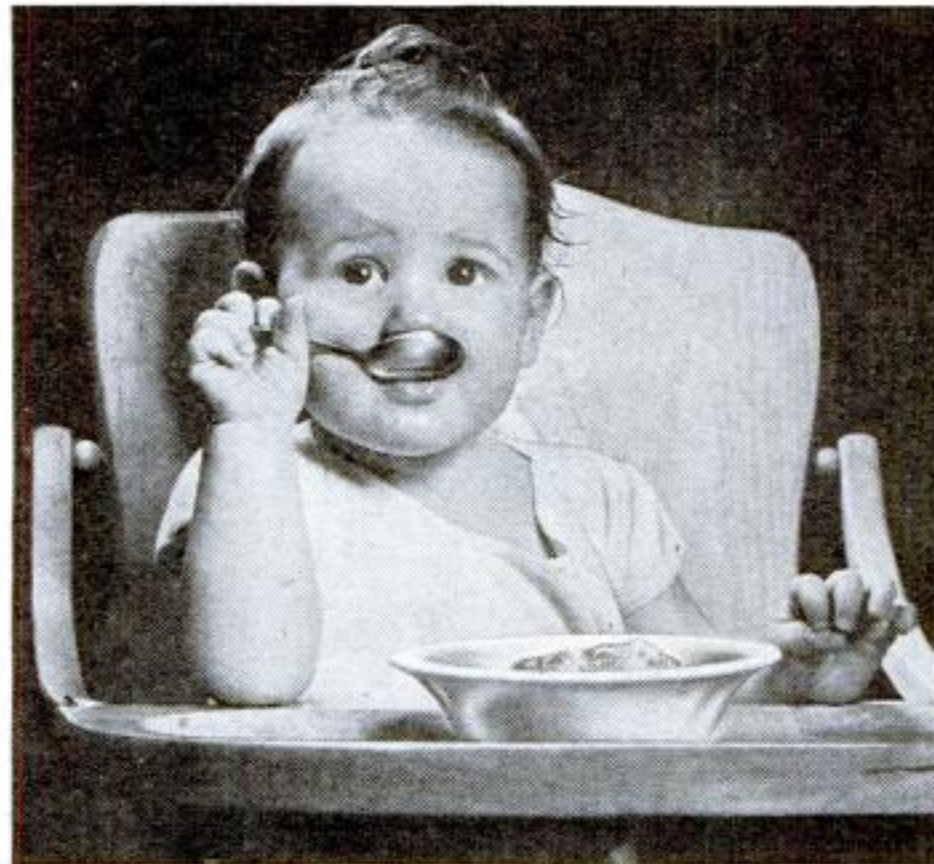
**3,350,000 Mothers Reply:
"The Very Best Foods I Can Buy!"**

Approximately 3,350,000 babies were born in 1946. According to preliminary estimates, the number of 1947 births will top last year's all-time high.

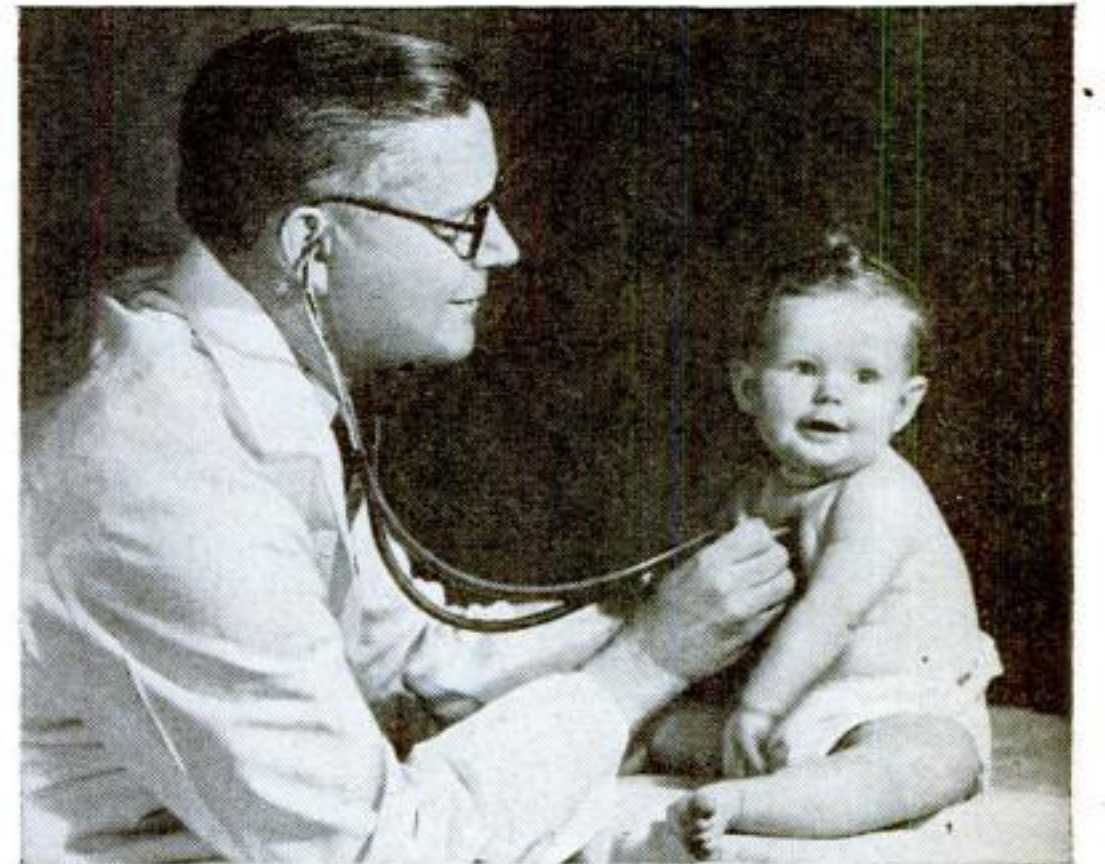
To millions of mothers of these bumper baby crops, the best baby foods are Gerber's Baby Foods. Note of cheer: It will be far easier from now on to find all the Gerber favorites that babies prefer. Shortages are rapidly ending.



Getting the right start in life—The first semi-solid food of millions of babies from Maine to California is Gerber's Cereals. They're usually followed shortly by Gerber's Strained Foods. Even tiny tots like the extra good flavors and purée-smoothness of these pre-cooked foods.



Keeping up the good work—sinking pearly teeth into Gerber's Chopped Foods, finely diced for easy chewing. Like Gerber's Strained Foods, these vegetables, meat-combinations, fruits, desserts are cooked by steam under pressure to preserve vitamins, minerals.



National Baby Week (right now)—good time to have the doctor check your baby. Ask him which of the many Gerber Foods your baby is ready to enjoy. Gerber's work hand in hand with the medical profession, for we believe firmly that babies are the most important people in the world.

Spotlight on Chopped Foods—this week! See how many of Gerber's good-tasting Chopped Foods your store has for your toddler. Same size container, same *high* quality, same *low* price as Gerber's Strained Foods.



NATIONAL BABY WEEK — April 26 to May 3
Give your baby the right start in life



Gerber's Baby Foods

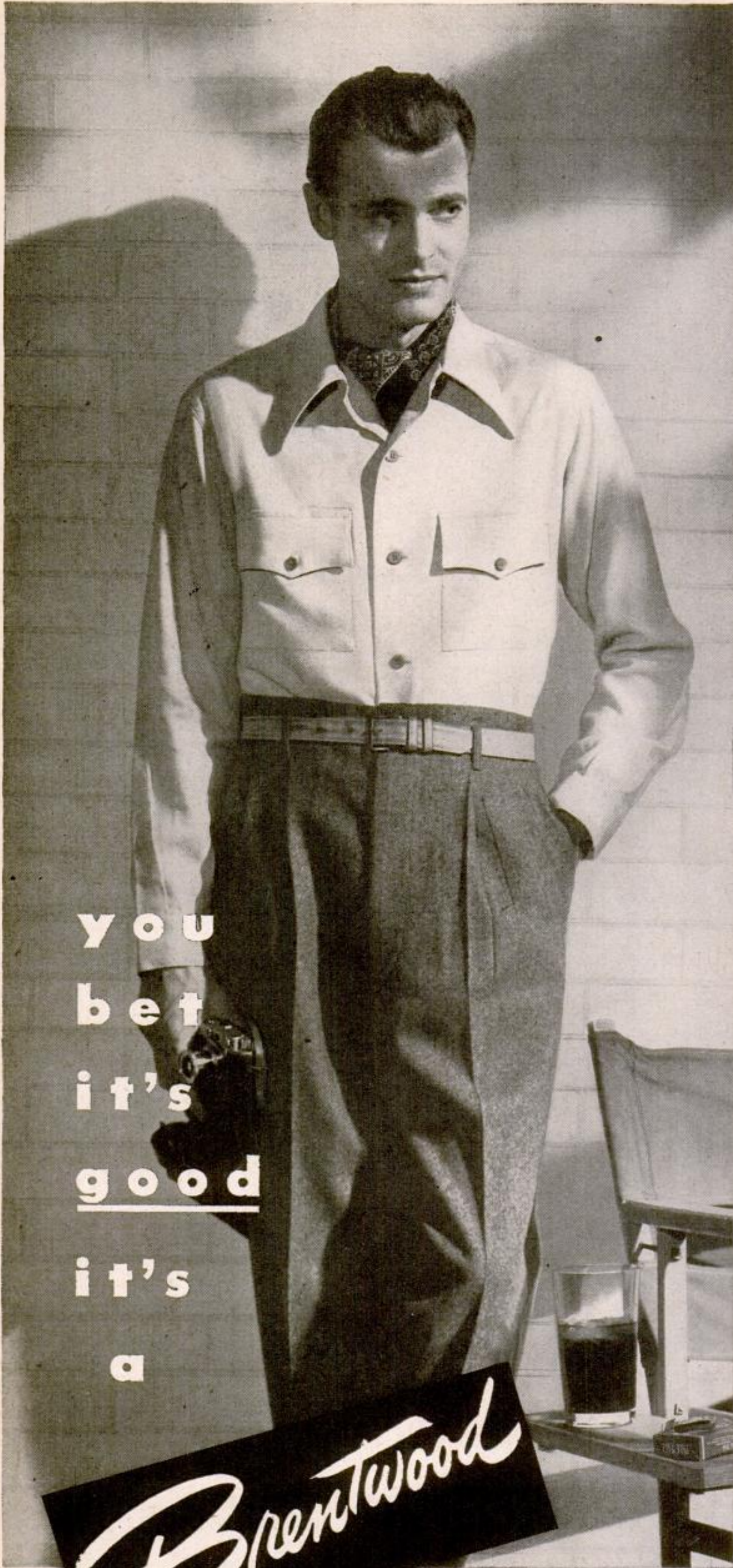
FREMONT, MICH.—OAKLAND, CALIF.

3 CEREALS

18 STRAINED FOODS

13 CHOPPED FOODS

©1947 G.P.C.



you
bet
it's
good
it's
a

Brentwood

america's finer
sportswear

finer detailing. You see it in the perfect lay-low collar fit . . . in the double-pleated back . . . in the meticulous all-round finishing of this superb sport shirt. Styled with Brentwood's famous easy-fitting casual lines in fine cotton or spun rayon mixtures. At most fine stores . . . \$5 to \$10.

BRENTWOOD SPORTSWEAR • PHILADELPHIA • NEW YORK



WEDDING IN ENGLAND

With breezes of London flipping the bridal veil of 20-year-old former Diana Kellett, she and her 27-year-old husband Richard Wood emerge from Westminster Abbey after their wedding on April 15. Bridegroom, son of Lord Halifax, Britain's wartime ambassador to the U.S., lost both legs when a lieutenant in the war.



HONEYMOON IN ITALY

U.S. Admiral Ellery Stone, former chief of the Allied Commission in Italy, arrives in Milan with 29-year-old bride Renata di Sant'Elia. The bride's uncle, a Papal Chamberlain, approved the match to twice-divorced bridegroom Stone because first wife had died and the second marriage was not recognized by the Church.

GRUEN CURVEX . . so truly Beautiful . . .

Curvex Cadet
\$67.50

Curvex Coquette
\$71.50

Curvex Executive
\$200

THE DIAGRAM
TELLS THE STORY

THE PATENTED
CURVEX WAY

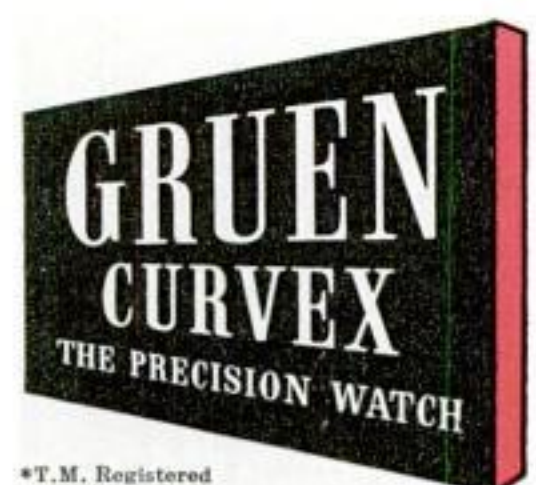
THE OLD WAY

GRUEN
CURVEX

PRECISION

truly Accurate . . . truly Curved

• Inside and outside the *only* watch of its kind in the world . . . the *one* watch with the exclusive, patented Gruen Curvex* Precision movement . . . curved to permit large, accurate working parts. The *one* watch in which both case and movement are curved to fit the wrist. Gruen Curvex . . . truly the greatest watch of *all time*! Gruen . . . official time-piece of Pan American World Airways, from \$33.75 to \$4000 including federal tax.



*T.M. Registered
U. S. Pat. Office
© 1947, The Gruen Watch Company

GRUEN • THE PRECISION* WATCH • AMERICA'S CHOICE SINCE 1874

*Halo of pink chambray . . .
designed exclusively for
Debutante cosmetics by Florence
Reichman. Gloves to match.*

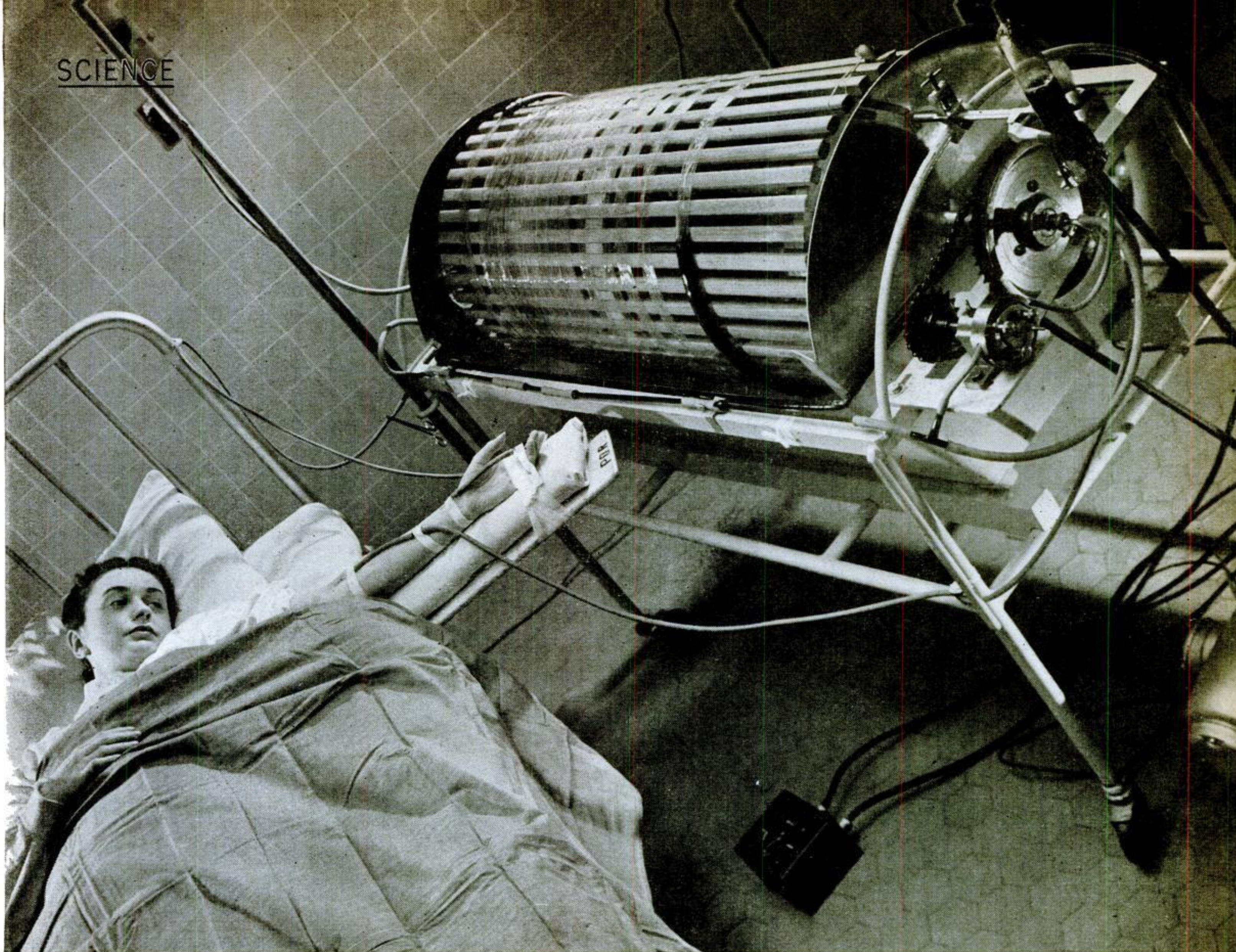
*Come out—
Come out—
in*

Debutante

*Cosmetics so new,
so wonderful
they'd charm
an
angel!*

*Your mirror will tell you how sensational
they are! For this brilliant new Debutante collection
is beauty-thinking at its best! There's a Beauty Lotion
that's out-of-this-world for making make-up behave. A fascinating
new pressed Face Powder . . . creamy-smooth, clinging. Even
a Special Formula to help "do something"
about tiny skin irritations! Everything—from lipsticks to lotions—
in the delicious new Debutante fragrance!
All at better cosmetic counters.*

*Created by
The House of Daggett and Ramsdell*



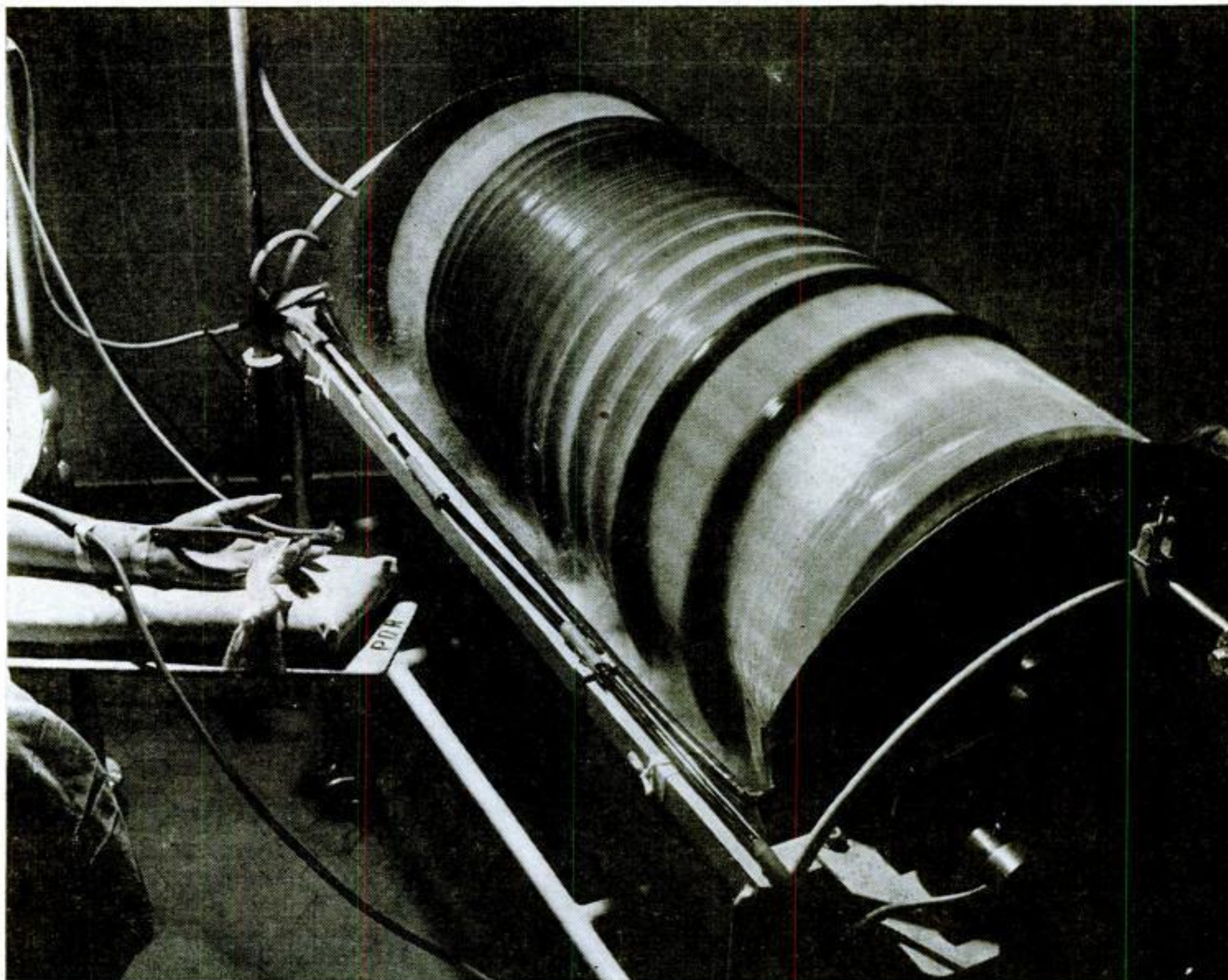
THE ARTIFICIAL KIDNEY, READY TO RUN AT THE BEDSIDE, PURIFIES BLOOD REMOVED FROM THE PATIENT'S WRIST ARTERY AND PUMPS IT BACK INTO A VEIN

ARTIFICIAL KIDNEY

A vital human organ is replaced by salt solution and cellophane

The human kidney is a hard-working organ which handles some 800 gallons of blood a day to filter out urea, principal waste of the body's chemical processes. When the kidney is knocked out by disease or surgical shock it sometimes becomes so overloaded that it cannot recover in time to keep the patient from being fatally poisoned by his own urea. Now New York's Mt. Sinai Hospital uses an artificial kidney, built by Dutch Physician W. J. Kolff, which can save such patients by filtering urea out of their blood while the real kidney rests and recovers.

Dr. Kolff's kidney replaces the real one by circulating blood from a patient through 40 yards of cellophane tubing wrapped around a big drum. When the drum is turned in a salt bath, urea in the blood filters through the cellophane. In an hour all of the patient's blood passes through the artificial kidney 14 times, removing about an ounce of urea. Although this output is larger than that of a healthy kidney, Dr. Kolff's machine is so difficult to splice into a patient's circulatory system that it will not be lightly used to treat kidney conditions. But it can save patients who might otherwise die.



WHIRLING DRUM of the artificial kidney rotates fat cellophane tubing in a warm salt solution 50 times per minute. Blood fed into the tubing from patient's artery

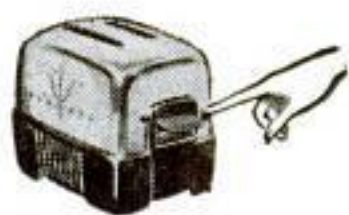
moves from back to front end of machine, passing accumulated urea through cellophane into solution. Blood spends one and a half to four minutes outside the body.

Do you like cold toast?



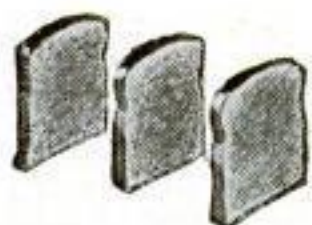
See the General Electric Automatic Toaster at your dealer's. **\$17.75** (plus tax)

New General Electric Automatic Toaster always keeps your toast warm till you're ready for it!



1. "Pops Up" or "Stays Warm" Inside

This newest General Electric convenience is like a built-in warming oven combined with your automatic toaster. Timing's no longer a problem—enjoy hot, crisp, tasteful toast *when* you're ready for it.



2. Toast to your taste—every time!

A new control makes every slice just as you want it. Set the knob to Dark, Light, or Medium—first piece or last, you get exactly what you ordered.



3. Snap-in Crumb Tray

Clean your toaster in 10 seconds, instead of having to turn it upside down and shake it. New Snap-in Crumb Tray makes cleaning easy and quick! General Electric Company, Bridgeport 2, Conn.

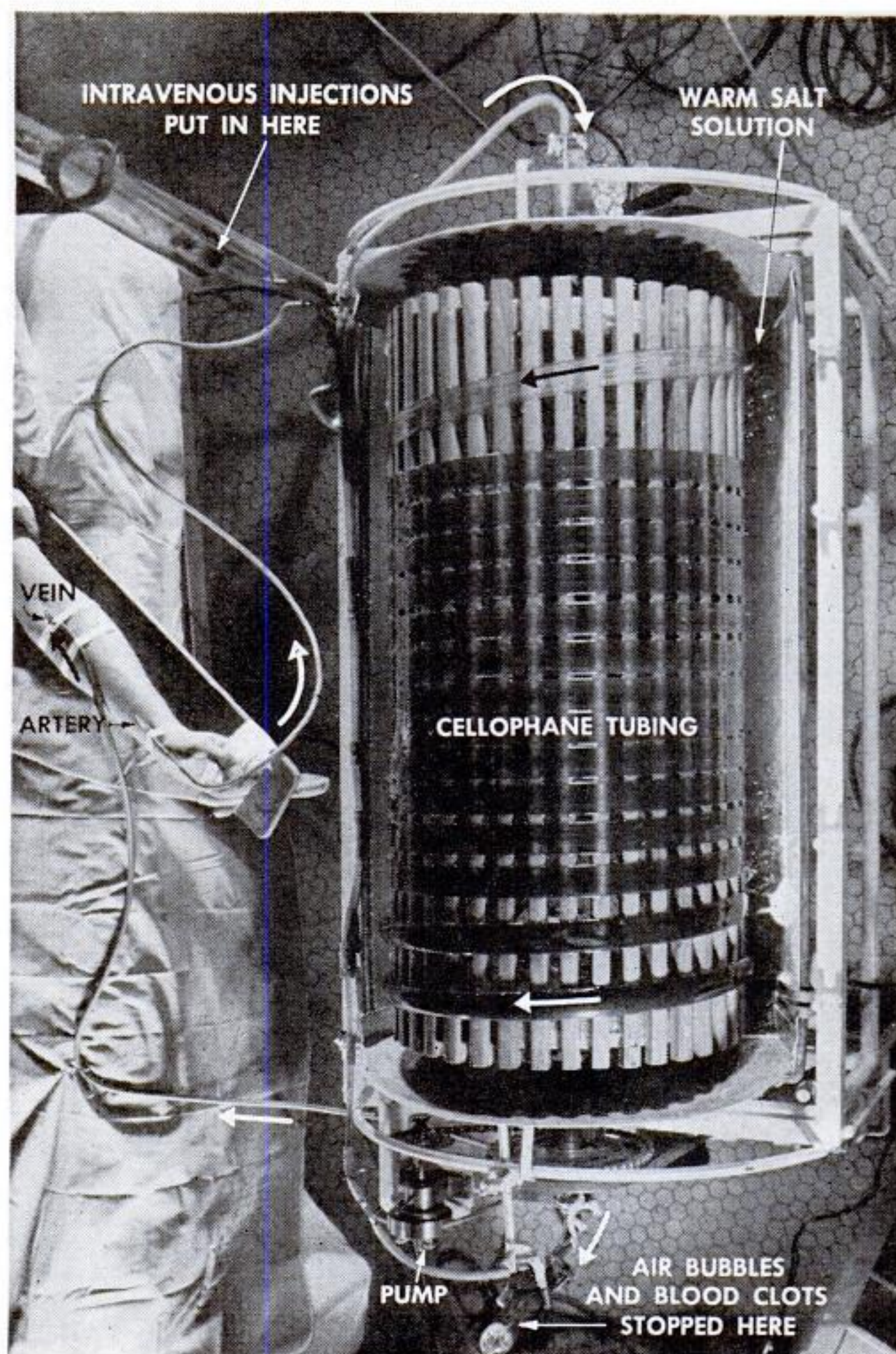


Toast to your taste—every time!

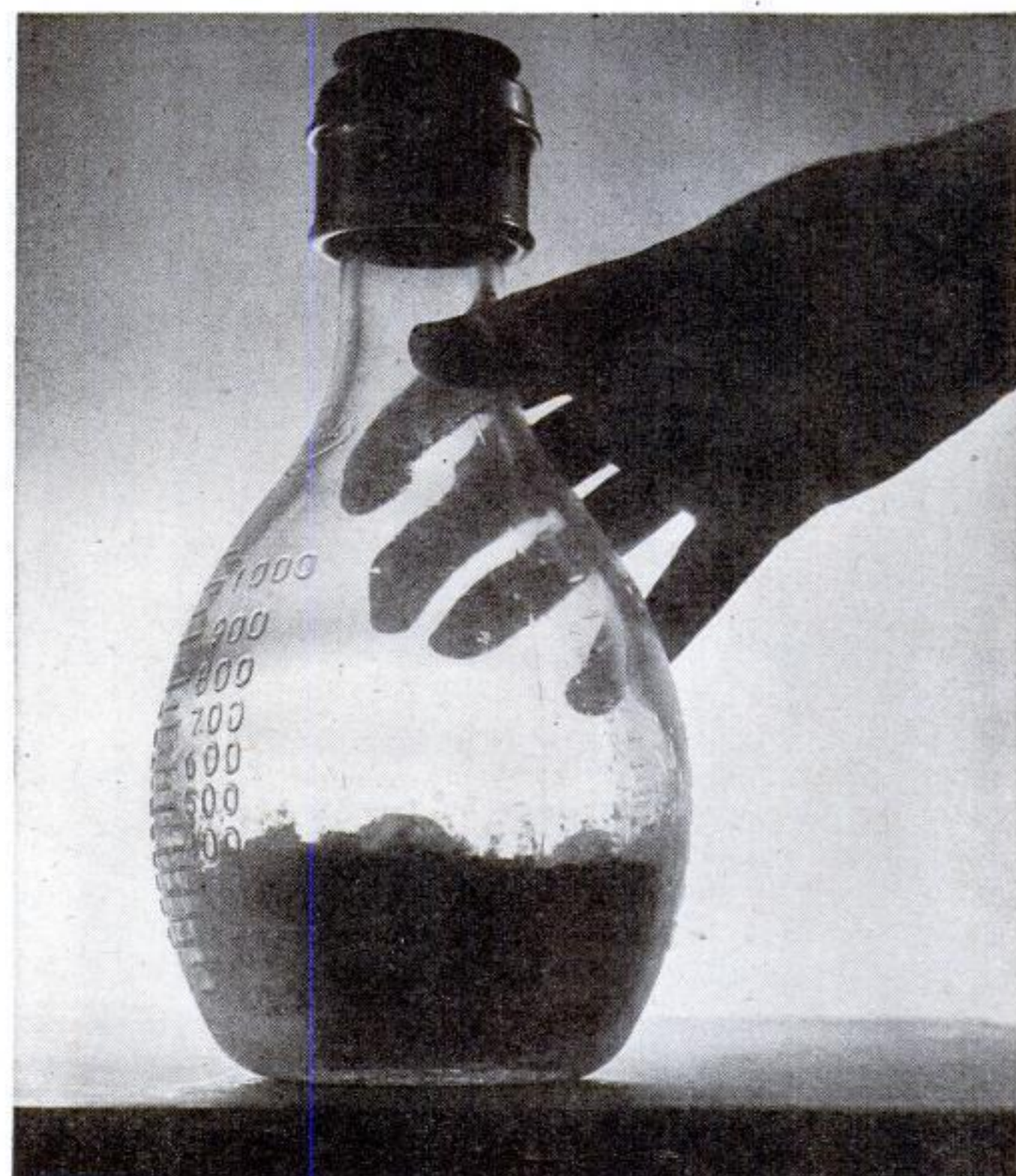
AUTOMATIC TOASTER

GENERAL  ELECTRIC

Artificial Kidney CONTINUED



PATH OF BLOOD out of patient's body and back again is shown in photographic diagram. Arterial blood from the patient enters cellophane tubing through a hollow axle at the top. Emerging from tubing through axle at bottom, it is cleansed of air bubbles and possible blood clots and pumped into a vein.



UREA filtered out of a patient's blood in one treatment of 12 to 14 hours can weigh as much as nine ounces. One treatment is generally enough to help the real kidneys to resume their functions. In serious cases which do not respond to treatment, the artificial kidney may be used again after four or five days.

[CONTINUED ON PAGE 54](#)

Let's Go!



...and here's how to get there!



YOUR VACATION'S off to a running start the moment you enter your Pullman room! Sink into your seat—slip out of your shoes. Read if you wish—relax if you choose. You've got privacy, air-conditioning—all comforts of home. And that handy, little buzzer brings the porter to your door.



YOU'RE FREE to get up and move with your mood on a Pullman. So why not stroll back to the lounge car? Whether you want to bandy words with fellow passengers or enjoy refreshments in an atmosphere of luxury—this is the place to do it. This isn't just *traveling* . . . it's *travel-living*!



AND SLEEP? Just try *not* to in that big, soft Pullman bed! You'll be "fresh as a flower" when you arrive, safe and sound—on *dependable* railroad schedules. You'll *feel* like you've already had a week's vacation. And you'll *know* why Pullman has been the choice of the travel-wise for more than 80 years! Better consult your travel agent now.



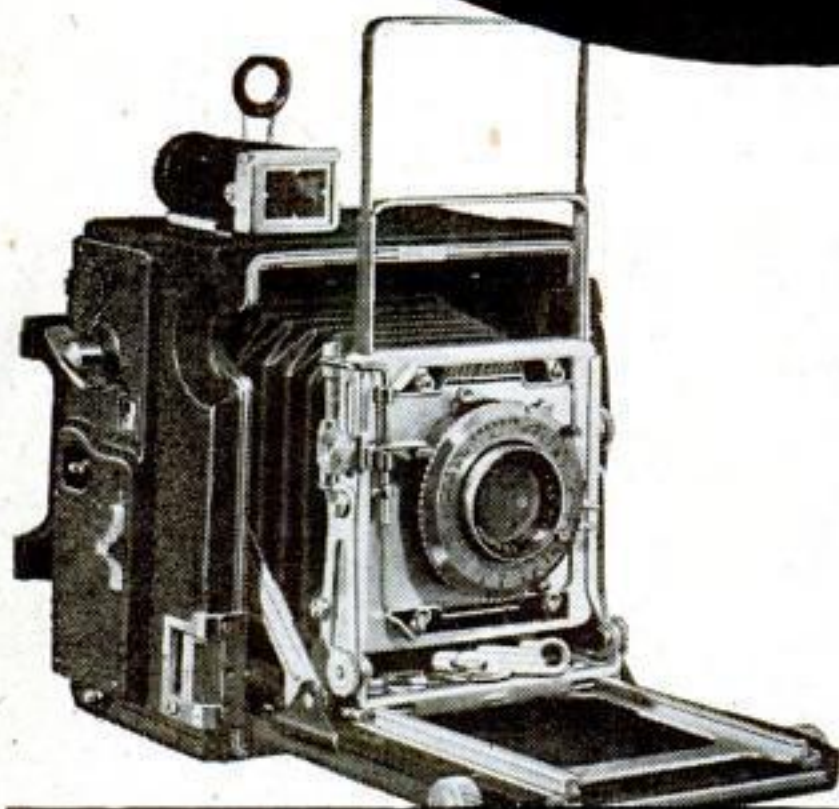
NEW CAR NEWS: Newly designed Pullman cars being built will cater to your comfort down to the smallest detail—even to circulating ice-water "on tap" in private rooms. You'll find every possible convenience—to make your traveling even *more* enjoyable when you "go Pullman."

Go Pullman

**THE SAFEST, MOST COMFORTABLE
WAY OF GOING PLACES FAST!**

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THE GREAT NEW GRAPHICS ARE HERE!



Completely re-engineered — to retain the advantages of their predecessors and to afford new inherent features which mean greater-than-ever photographs for you. Meet the great new *Speed Graphic*.

The new body release selectively trips either the front or Focal-Plane Shutter. New Focal-Plane Shutter combines rugged dependability with greater convenience—simplifying the direct reading and selection of shutter speeds. Built-in synchronization, releasable infinity stops, swinging front are only a few of the features giving this camera top versatility.

THE GREAT NEW *SPEED GRAPHIC*



And here's the all new *Crown Graphic*, designed for those who demand all of the *Speed Graphic* features yet do not require the added versatility of the new Focal-Plane Shutter.

Application of the most modern materials and finishes, coupled with new standards of precision manufacture, result in finer, more accurate, more smoothly-operating cameras for you to enjoy—the great NEW *Speed Graphic*—the great NEW *Crown Graphic*.

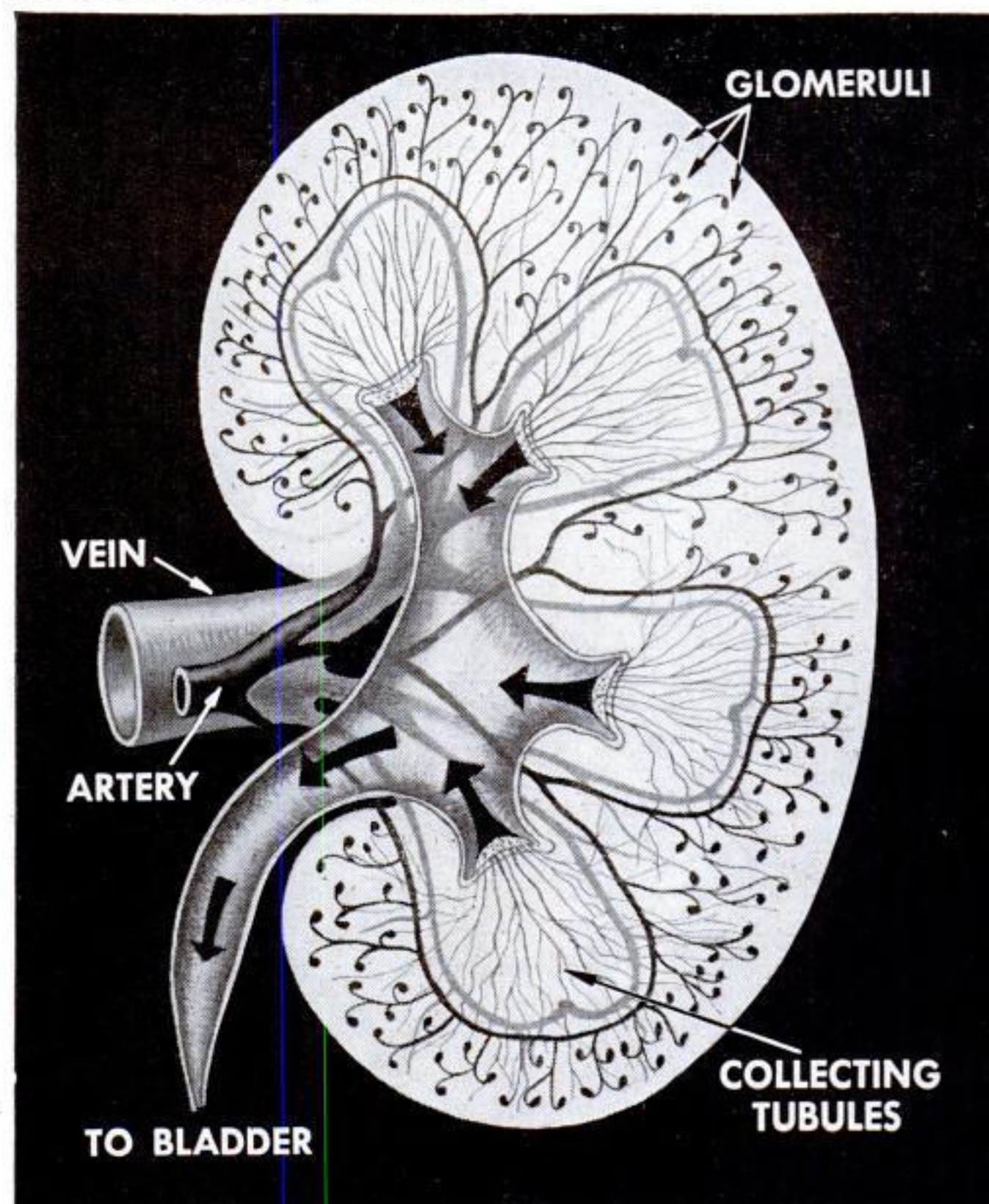
THE GREAT NEW *Crown GRAPHIC*

SEE YOUR LOCAL GRAFLEX DEALER

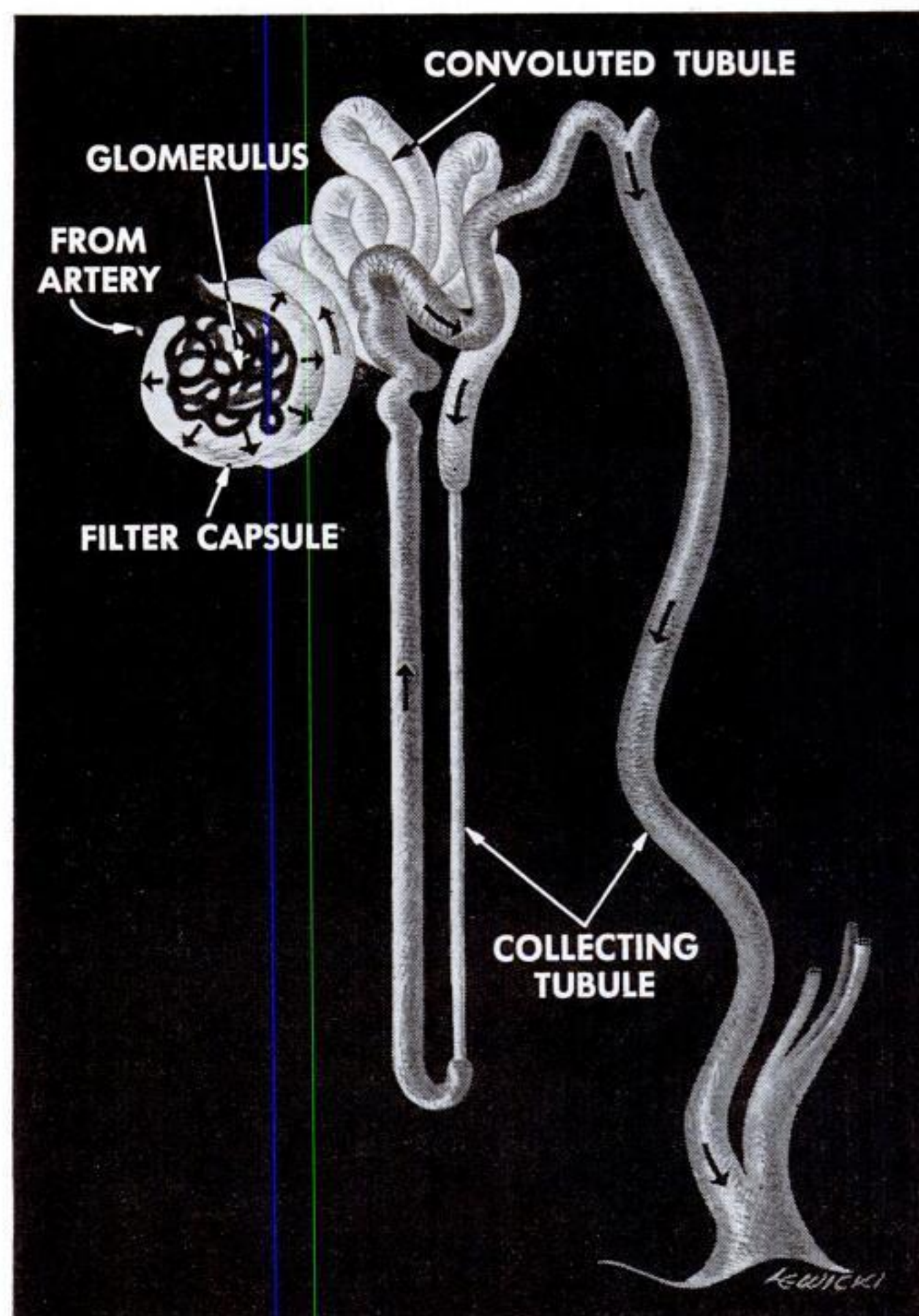
GRAFLEX INC.

Visit GRAFLEX Information Centers — At 50 Rockefeller Plaza, New York, N.Y., and 3045 Wilshire Boulevard, Los Angeles, California

Artificial Kidney CONTINUED



HUMAN KIDNEY is an elaborate filtration apparatus. Arterial blood containing urea is fed into 2,500,000 tiny globular nests of capillaries which are called glomeruli. Most elements of the blood are held back by the walls of the glomeruli, but water containing urea passes out into the collecting tubules.



FILTRATION SYSTEM of the human kidney is built around the glomerulus, here greatly enlarged to show its operation. Water which contains urea passes out of the glomerulus into the filter capsule. The water and urea then pass down the thousands of collecting tubules to the ureter and the bladder.



THOUSANDS OF MILES of inland waterways are your invitation to a gay, restful holiday.



YOU'LL PICK UP colourful handicrafts — shop for exciting woollens and unusual gifts.



GOOD LUCK! Canada's endless lakes and streams breed fish that are extra big, extra battling.



NO PASSPORT NEEDED

"LUCKY PEOPLE"! (they're headed for Canada!)

It's time to plan *your* family holiday in friendly Canada. Just picture yourself . . . amid the scenic beauties of lake, mountain or seaside . . . enjoying your favourite sports at an unspoiled resort . . . seeing new sights in Canadian cities . . . Canada offers unlimited holiday horizons. And wherever you go you're never a stranger, always a guest — always *at home* in this great vacationland.

Millions of visitors went exploring in Canada last year. Soon *this* year's northward trek to Canada will begin. *So better hurry and reserve your accommodation!*

For information about Canada's beauty spots and other points of interest, write:

*Canadian Government Travel Bureau
Department of Trade and Commerce*

Hon. J. A. MacKINNON,
Minister

D. LEO DOLAN,
Director



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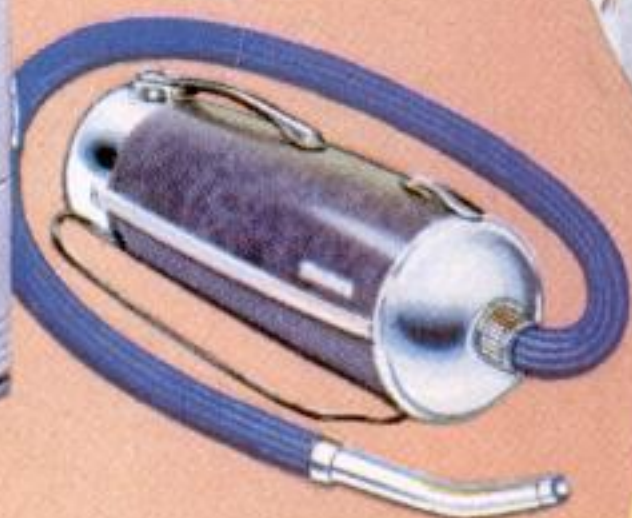


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25c Package of Super-Giant Zinnia Seeds and Lawn and Garden Book at Your Nearby Firestone Dealer Store or Firestone Store.



DOOR CHIMES



JUICE-O-MAT



TARPAULIN



SAVE TIME AND SAVE MONEY

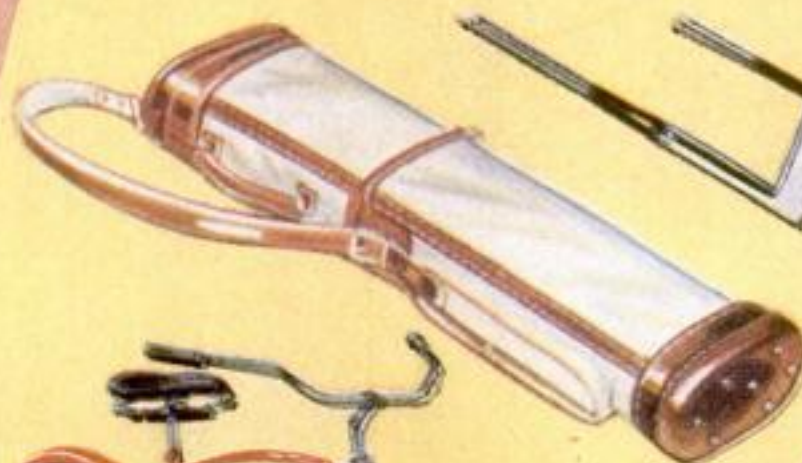
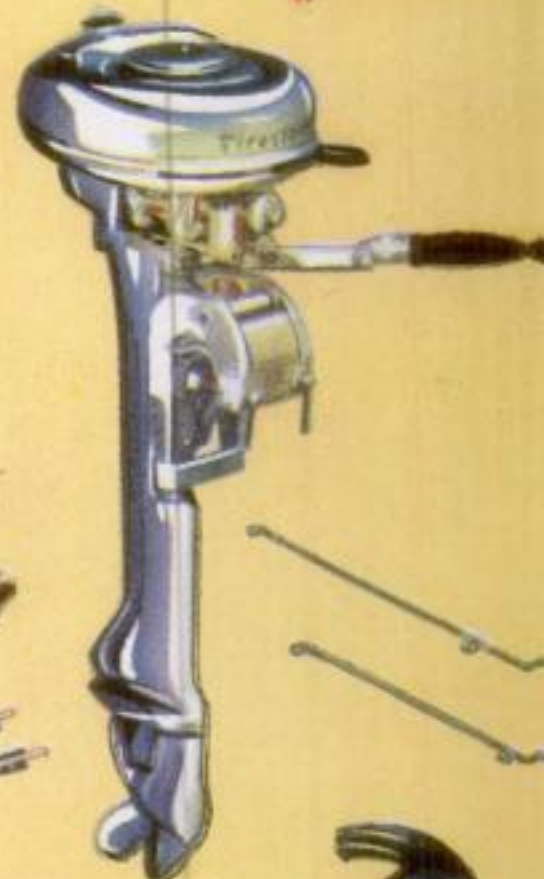
AT Firesto

Extra Quality and Extra Value at No



FOR WORK AND RECREATION

Get ready now for the out-of-doors season. At Firestone Dealer Stores and Firestone Stores you will find the supplies you need for gardening, games, and repair work. Every item tested for quality in the Firestone laboratories and priced to fit your pocketbook. You save time and save money by one-stop shopping at Firestone.





BY "One-Stop" SHOPPING

ne
Extra Cost



FOR CAR AND TRUCK

If you are getting a new car, Firestone Dealer Stores and Firestone Stores can supply you with many products which will help you keep it looking and running like new for many years to come. If you plan to keep your present car a while longer, come in and see the wide variety of auto supplies that will help make your driving safer, easier and more enjoyable. You save time and save money by one-stop shopping at Firestone.

UP TO 55% STRONGER

New rayon cord Safti-Sured body gives extra protection against blowouts and can be recapped again and again.

UP TO 60% MORE NON-SKID ANGLES

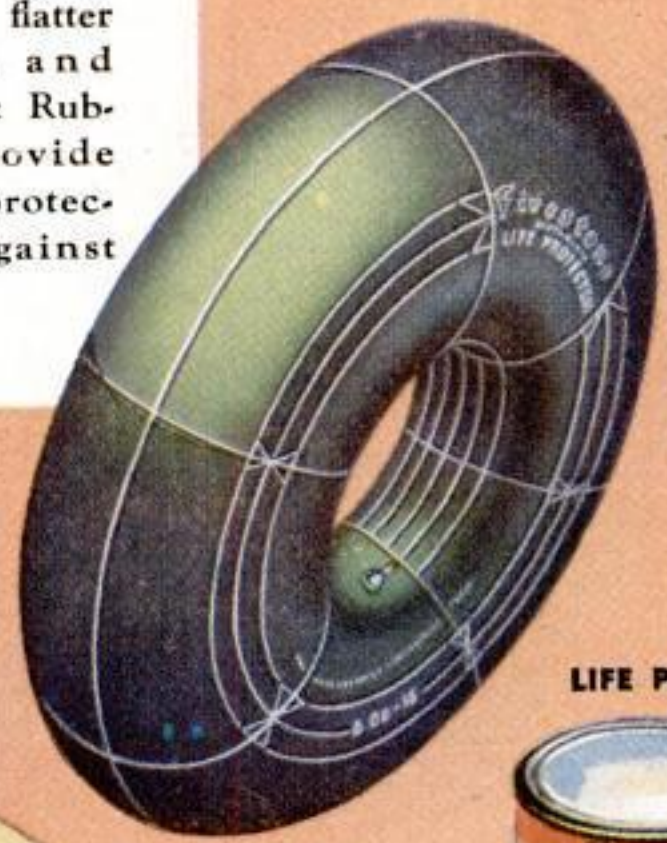
New Safti-Grip tread assures extra traction and extra protection against skidding.

UP TO 32% LONGER MILEAGE

Wider, flatter tread and Vitamic Rubber provide extra protection against wear.

For Safety's Sake Install Firestone LIFE PROTECTORS

In case of a blowout, this tire within a tire brings you to a safe, straight-line stop, even from high speeds. Prevents ruining the tire, provides longer mileage.



LIFE PROTECTOR TUBE



CHAMOIS

Chatham Blankets

make good gifts...



Perfect wedding gift...
for the bride—Chatham's pure white "Magnolia" in light-but-warm 100% virgin wool, satin bound. Extra long size. In an exquisite plastic-topped closet box. \$14.95*



For the bride's shower... give one or all three of this magnificent matched trio in 100% virgin wool. "Afghan", Chatham's many-purpose throw with fringed ends. \$10.95. "Lido Pair", individually boxed blankets, medium-weight, paired for adjustable warmth. \$35.00 pr. "Newport", feather-weight blanket of superfine wool for year-round use. Bound all around in satin. \$10.95. All three in seven lovely flower colors, packed in plastic-topped closet boxes with flower design.



Gifts exclusively for Baby... a warm but incredibly light Baby Chatham Blanket, satin bound on all four sides. Full crib size, \$9.50. Bassinet size, \$6.95. Summer-weight Baby Chatham Blanket in full crib size, bound on four sides. \$7.95. Fringed Carriage Throw, extra-large size. \$10.95. All 100% virgin wool in pink, white or blue, packed in re-usable plastic boxes painted with cherubs.



CHATHAM MAKES GOOD BLANKETS

... for most welcome gifts, or for your own home.

In addition to the blankets listed above, there is a choice

of four qualities in virgin wools and blends. Each blanket is packed in an attractive white closet box with flower motif.

72 x 90"; also extra-wide sizes in virgin wools. From \$7.50 to \$18.95*

*Prices slightly higher in the West.



Chatham Manufacturing Company, Elkin, North Carolina



CHAPLIN SHOWS HIS BLONDE PROTEGÉE, MARILYN NASH, 20, HOW TO PLAY A SCENE FOR "MONSIEUR VERDOUX," IN WHICH SHE HAS AN UNSENSATIONAL PART

NEW CHAPLIN FILM

It introduces his new protégée and transforms the famous clown into a talkative, murderous fop

At a big, foolish Manhattan premiere April 11 thousands of nostalgic Charlie Chaplin admirers nervously applauded a little man in the audience but later went away sorrowing from the first movie he has produced since *The Great Dictator*, in 1940. In *Monsieur Verdoux* the 58-year-old Chaplin introduces an amateurish new protégée, Marilyn Nash (*above*), and occasionally proves that he is still one of the screen's great pantomimists. But he also proves that he can be one of its most confusing moralizers. Chaplin as Verdoux is no longer the familiar, pathetic figure in baggy pants but

a foppish, mincing Bluebeard who rushes about France marrying well-heeled middle-aged women and then murdering them for their money. But during most of the movie Chaplin talks incessantly, tries hard to rationalize all the mayhem as an unpleasant but justifiable means of supporting his first wife and child. This is no more convincing than a freakish courtroom speech in which Verdoux makes a silly comparison between his small-scale killings and the mass homicide of modern war. When it was over most first-nighters hoped for an early movie resurrection of the older, funnier Chaplin.



The *Practice* of Leading the Field

What makes Nunn-Bush shoes so good, you ask? Frankly, we work at it. Here at Nunn-Bush we strive with all our intent and skill to make the world's finest shoes for men. Such high purpose gives you a degree of quality on which we are mighty proud to have the Nunn-Bush name. Enjoy the remarkable fit we believe *Ankle-Fashioning* will give you.

NUNN-BUSH SHOE COMPANY • *Manufacturers* • MILWAUKEE 1, WIS.



Ridgewood Last

Style 443

Brown and White

Leather Sole

Rubber Heel

Chaplin Film CONTINUED



AS VERDOUX, Chaplin plays a lady-killer who has just done in his 13th victim. Her old dressmaker's dummy stands by as he romances a new prospect.



HIS 14TH VICTIM, one of his many wives, is a sour-visaged shrew whom he murders after tricking her into taking her life's savings out of the bank.



VERDOUX'S FIRST WIFE and son never find out what keeps him away so much. They die naturally before his "business" is uncovered by the police.

CONTINUED ON PAGE 62



It warmed their hearts in the world's ice-box

What would you take along to feed four thousand men on a mission to Antarctica?

Would you think of ice cream?

Someone thought of it for the recent Byrd expedition and provided the ingredients for ten thousand gallons. That's a lot of ice cream.

There are two very good reasons why ice cream was allotted precious cargo space. First of all, five months away from family and friends is a long time and ice cream is a welcome tie with home. But more important, health is vital to the success of a pioneering journey and ice cream carries a wealth of protective food elements.

But the really big story on ice cream is not its trip to the South Pole. Rather, it's the story of how it has changed from a warm-weather treat to a substantial food, enjoyed by everyone any day in the year. Part of its popularity is due to efforts of people who work at National Dairy. They've worked in the laboratory to improve the flavor and quality of ice cream and make it more useful, more welcome wherever food is served.

It takes imagination to create new products from basic foods like milk. Our research staff helps supply that imagination — and the knowledge to put it to practical use.

Dedicated to the wider use and better understanding of dairy products as human food . . . as a base for the development of new products and materials . . . as a source of health and enduring progress on the farms and in the towns and cities of America.



These brands assure you of highest quality

**NATIONAL DAIRY
PRODUCTS CORPORATION**

**I decided not to
steal second**

when Reliance proved first
quality—really fine sports-
wear need not be expensive!



Make a Clean Hit . . . these smart Reliance sport shirts with their new contour-fit two-way collars. Fine fabrics, laboratory-tested for color-fastness, and for sturdiness.



Change of Pace . . . Reliance sport shirts now available in the newest 1947 shades. Short sleeve styles about \$2.50 to \$3.50. Long sleeve styles about \$2.95 to \$4.95.



No Rain Check Needed . . . with this water repellent, tan cotton poplin jacket. Full zipper front, two slash pockets, club collar. This is the Reliance general utility star—popular with every member of the family. For casual or active sports, work or school wear—a great value at about \$5.00.



The Winner! Every feature of a really fine jacket! New contour-fit, sta-set collar. Full raincape yoke. 4-pleat free-action sleeve with 2-way adjustable cuffs. Two patch pockets and zippered tee or change pocket. Luxurious poplin—a blend of rayon and fine cotton. Water-repellent. And priced at only about \$7.00!

Reliance means laboratory-controlled *high quality*—careful supervision and minute inspection every step of the way from fine fabric to finished article. All to bring you the quality you want at surprisingly low prices.

Ask your dealer for
Reliance men's apparel
today!

Reliance

SHIRTS • SHORTS
PAJAMAS • SPORTSWEAR

Reliance Manufacturing Co. • Chicago • New York

Chaplin Film CONTINUED



BOATING WITH ONE WIFE (Martha Raye), Verduox tries to kill her with a nooselike anchor rope. But she rocks the boat and he falls overboard.



HUNTING A VICTIM on whom to try out a new poison, Verduox picks up a jailbird (Marilyn Nash), lets her go when she tells him a hard-luck story.



TRAPPED AT LAST by one of his victims' relatives, Verduox is arrested and convicted. He goes, voluble and unrepentant as ever, to the guillotine.



No chance to run up kitchen mileage here. Big Youngstown wall cabinets practically *hand* you supplies on the spot. Wide continuous work surfaces let dish traffic flow to and from that handsome Kitchenaid cabinet sink. And husky base

cabinets keep pots and kettles in reach. The price? That's a joy, too. This gorgeous Youngstown Kitchen, complete and installed, costs as little as \$11.50 a month on most budget plans. Kitchen arrangements shown below, priced proportionately.

Housewife's heaven at hubby's price

GOT a yen for a new kitchen?

A creation in gleaming white-enameled steel, priced to win over that man who brings home the paycheck?

Then yen no more! For these kitchens are only a sample of the wife-saving arrangements possible with stunning Youngstown units. Your Youngstown

Kitchens Dealer can help you plan one that's out of this world at a price that shows hubby your feet are on the ground. Hurry to your Youngstown Dealer's today!

MULLINS MANUFACTURING CORPORATION
WARREN, OHIO

Porcelain Enameled Products, Large Pressed Metal Parts,
Design Engineering Service

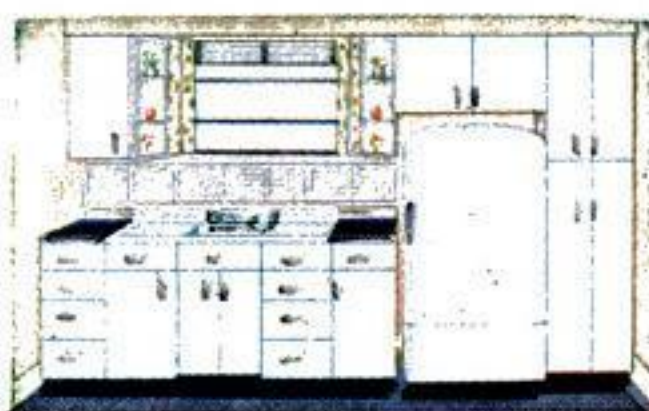
 **Youngstown Kitchens**
BY MULLINS



Youngstown wall and base cabinets and Kitchenaiders (including porcelain enamel sink top) go perfectly with any range and refrigerator. Dazzling white finish stays sparkling bright with swish of damp cloth.



Every work surface, drawer and shelf saves steps. Every unit is all-steel, sound-insulated to reduce clatter. Wide range of sizes and styles assures a smart modern Youngstown Kitchen for any size area.



So why wish? Especially when the arrangement you select can be installed so easily in new house or old without fuss or costly alterations. Don't delay! Talk to your Youngstown Kitchens Dealer now.



Dream way to do dishes! This big steel Kitchenaid cabinet sink is crammed with thrilling step-saving features, including deep no-splash twin bowls, handy rinse spray and drawer and storage space equal to a small pantry. Broad one-piece top is finest acid-resisting porcelain enamel. Model shown costs about \$4.45 a month.



IT'S EXCITING to plan your kitchen. Just send 25c (no stamps, please) for fascinating 20-page booklet. You'll also get 51 cut-outs of Youngstown units to test your arrangements in advance. Send coupon now.

Youngstown Kitchens
Mullins Mfg. Corp.
Dept. LF-447, Warren, Ohio

Send me your book on Youngstown Kitchens and the 51 cut-outs. I enclose 25c in cash.

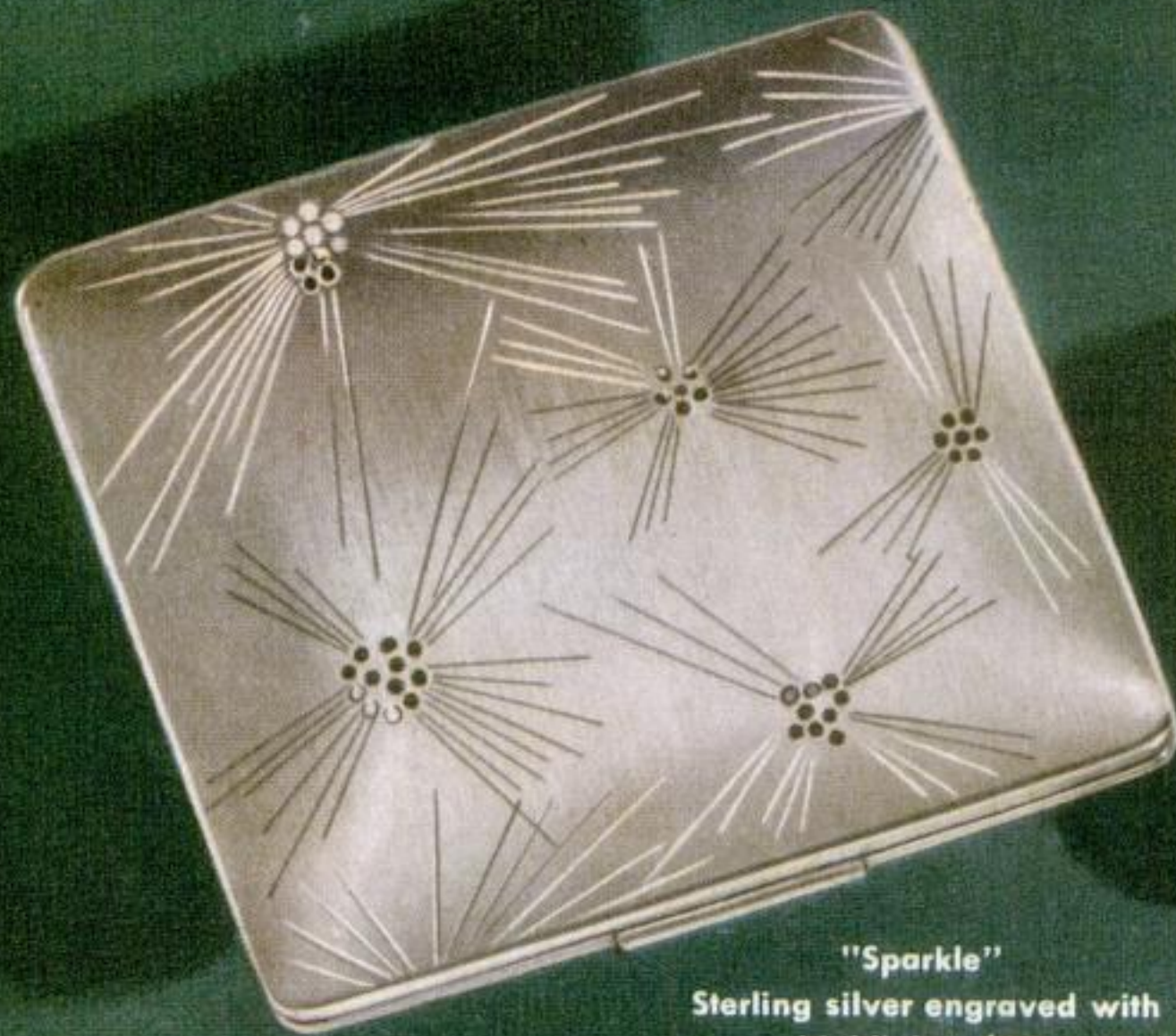
I plan to remodel ☐ I plan to build ☐
☐ I live in town ☐ I live on farm

NAME (PLEASE PRINT)

ADDRESS

CITY ZONE

COUNTY STATE



"Sparkle"
Sterling silver engraved with
highlights, \$30
plus federal tax



"Bon Ton"
Striped jeweler's bronze, \$5.95



"Allure"
Engraved silver finish, \$15

Elgin American...



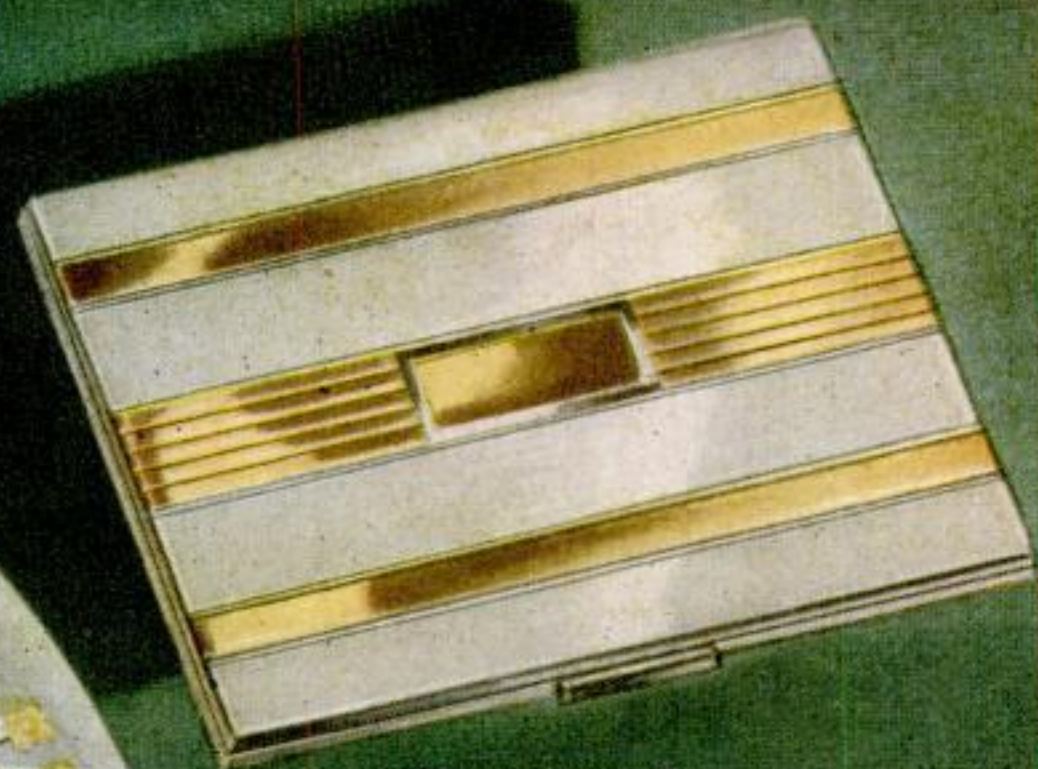
"Venus" Dresser Set
Engraved silver finish, \$35 the set
Dresser set shown, 1/2 actual size



"Queen of Hearts"
Silver finish with jeweler's
bronze engraving, \$10



"Bouquet"
Sterling silver and gold
plate, engraved, \$24
plus federal tax



"Sophisticate"
Engraved sterling silver, \$20
plus federal tax

the perfect Mother's Day Gift!

Glorify Mother with the gift that beautifully blends her secret love of glamour, her daily love of usefulness—an exquisite compact or dresser set by *Elgin American*. The very name stands for magnificent designing and finish, precision craftsmanship in every detail. Mother will remember and prize this perfect gift—long after her special day has passed.

at better stores everywhere

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COMPACTS • CIGARETTE CASES • DRESSER SETS

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"Buckle"
Jeweler's bronze and
silver finish, \$12.50

Compacts shown, 4/5 actual size



**DEEP-SEA SPARKLERS
THAT NEVER LOSE
THEIR GLOW**
Iridescent fantails in
emerald, rose quartz,
sapphire, coral, yellow
or white with gold and
silver. \$7.50
Matching window
drapes. \$7.50



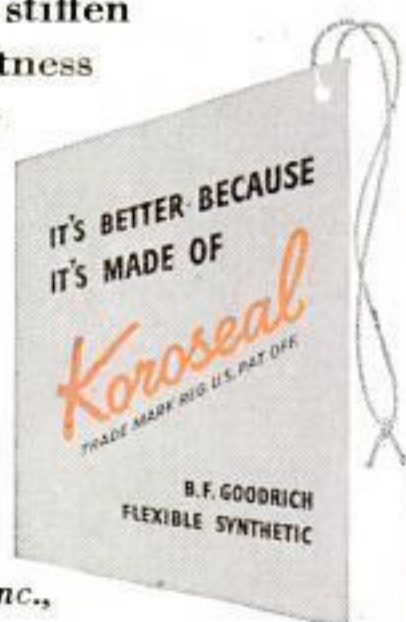
**BALLERINAS THAT
NEVER GO WEARY**
Degas dancers brightened
with turquoise, shocking pink,
hyacinth blue, green. \$9.50
Matching window
drapes. \$9.50



enter... a wondrous new shower-land where beauty never wilts!

Step into glamour bath settings such as you've never-ever seen. Revel in an enchanted shower-land where dream-lovely designs *stay* lovely through endless soapings, soakings, dousings. Because this is Koroseal flexible synthetic... B. F. Goodrich miracle material that's a decorator's wish-come-true. It's 100% waterproof... won't crack, stick, stiffen or mildew... keeps its satiny softness... its breathtaking colors... for *always*. And, household joy, it washes clean with a damp cloth.

This new Koroseal shower-land is as near as your favorite store. Remember to look for the grey-and-red Koroseal tag. At all leading stores. Or write JOSEPH A. KAPLAN & SONS, Inc., Empire State Building, New York 1, N. Y.



**WHITE LACE BOWS
THAT STAY CRISP**
On peach, maize, green,
blue, rose, white. \$5.50
Matching window
drapes. \$5.50

SHOWER ENSEMBLES OF

Koroseal

B. F. GOODRICH
FLEXIBLE SYNTHETIC



HER PROWESS WON HER POUNDS OF MEDALS FROM SPORTING SOCIETIES AND CELEBRITIES, INCLUDING ONE FROM EDWARD VII



SHE MADE MEN'S HEARTS FLUTTER

ANNIE OAKLEY

SHE WAS THE WORLD'S BEST WOMAN SHOT

by STEWART H. HOLBROOK

When she was almost 9, little Phoebe Mozee took down the enormous cap-and-ball rifle that hung over the cabin fireplace, went out into the surrounding woods where she blew the tiny head clean off a running quail. The remains of that bird should have been stuffed and sent to the Smithsonian Institution, for it had served as the first target of the future Annie Oakley, "Little Sure Shot," the world's greatest markswoman and the sweetheart of generations of American males. Annie died in 1926, pretty much forgotten. Now, 20 years later, she is again one of the greatest personalities in show business. As the heroine of *Annie Get Your Gun* (portrayed by Ethel Merman), which will shortly



SHE COULD HIT TARGET BACKWARD

CONTINUED ON NEXT PAGE



"So the 8 of us
had a reunion—"

When Mrs. C. F. Atkins of Grand Rapids, Michigan, visited her old college roommate recently, she got a surprise that really took her breath away!

Instead of the cozy reunion-for-two which she had expected, she found six other old friends there that she had never thought she'd see again.

The weekend started off with a gay gab session, says Mrs. Atkins in her letter. And when the chitchat ended, in the wee, sma' hours, the hostess showed her friend to the guestroom.

Then came the surprise! For, says Mrs. Atkins:

"There on the bed were two of the six Pequot Sheets I had given my friend as a wedding gift many years before."

What's more, the other four sheets were also still in use... though two of them had been retired to a quiet old age as curtains at the bedroom window. Mrs. Atkins was thrilled that:

"Like our friendship, those Pequots were still going strong! You've got to hand it to Pequots for real down-to-earth wear."

Down-to-earth wear, and heavenly-smooth, soft texture... that's what women have loved about Pequot Sheets for four generations.

If you want sheets that wear like your favorite friendship, get smooth, close-woven muslin Pequots... with double-tape selvages for extra strength, and projecting size tabs for quick identification on the shelf. *Pequots are America's most popular sheets!*

Pequot Mills, Salem, Massachusetts.



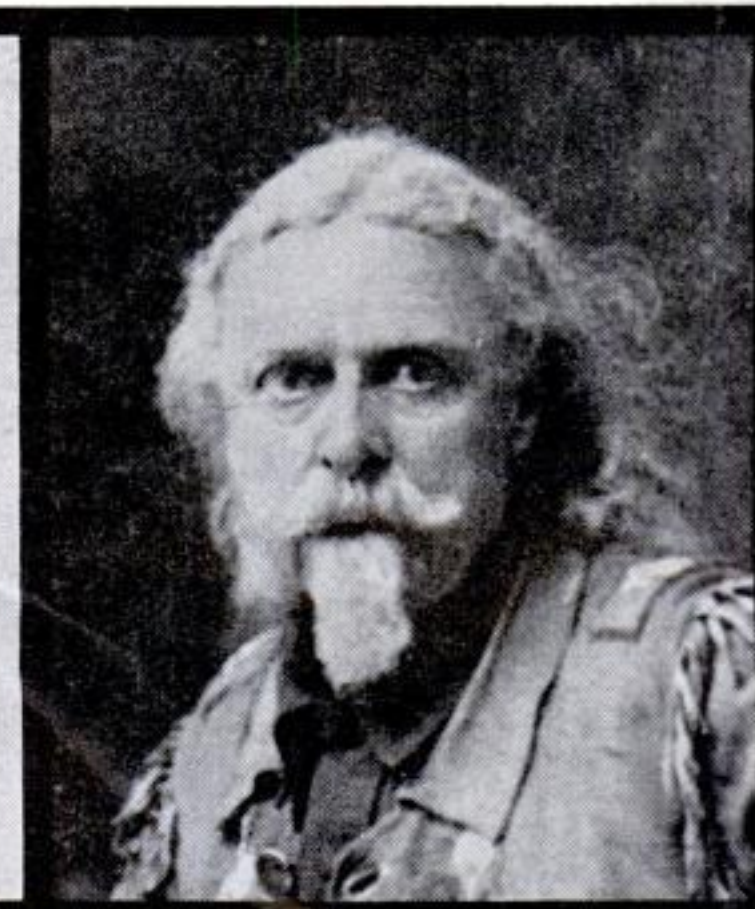
**PEQUOT
SHEETS**

so good-looking
so long-wearing



NED BUNTLINE

A demon reporter and publicist, he built Buffalo Bill into a legend before his time.



BUFFALO BILL

Himself a press agent's product, he made Annie costar of his show.

ANNIE OAKLEY CONTINUED

celebrate its first anniversary, she has been the toast of Broadway. Although Broadway's "Annie" has better lines, the real Annie had a life no librettist could improve on.

Annie Oakley unquestionably was wonderful. She stood quite alone in her celebrity, which cannot be likened to that of any currently famous female. Her flavor was unique and of her time. It was a sort of combination of Lillian Russell and Buffalo Bill, a merger of dainty feminine charm and of lead bullets, the whole draped in gorgeous yellow buckskins and topped with a halo of powder-blue smoke.

The phenomenon was born Phoebe Anne Oakley Mozee, in 1860, in the backwoods of Darke County, Ohio; the sixth of eight children of Jake Mozee and his wife Susanne, both Quakers. Jake died from exposure in a blizzard when Annie was 4. Her mother remarried and the new home was a pretty dismal place. Her stepfather was not much of a provider. That there was always food on the table was due largely to little Phoebe's uncanny and natural ability with a muzzle-loader. And presently, when she learned that hotels in Cincinnati would pay actual cash for quail and rabbits, she became a market-hunter.

Shooting matches were the favorite sporting events of the time



WILD WEST SHOW INCLUDED COWBOYS, MARKSMEN AND INDIANS. BUTLER



MAJOR BURKE

SITTING BULL

He ballyhooed Annie into one of the century's biggest attractions.

A Sioux Indian hired as part of the show, he pretended to be Annie's foster father.

and place. Darke County, Ohio, like all other back-country regions, could muster any number of expert riflemen. One after the other, and to their considerable chagrin, the little Mozee girl mowed them down. A professional named Frank Butler swaggered into Cincinnati and challenged anyone in those parts to shoot for \$100 a side. The Mozee girl took him on.

Little is known about the match except that live birds were used and so were shotguns—a weapon the Mozee youngster held fit only for little children—and that the girl won the match. She also shot an arrow straight into the heart of Frank Butler. Mr. Butler married her and they went on the road as a shooting act. It wasn't long before the girl, who now dropped the Phoebe and became Annie Oakley, was the featured part of the act.

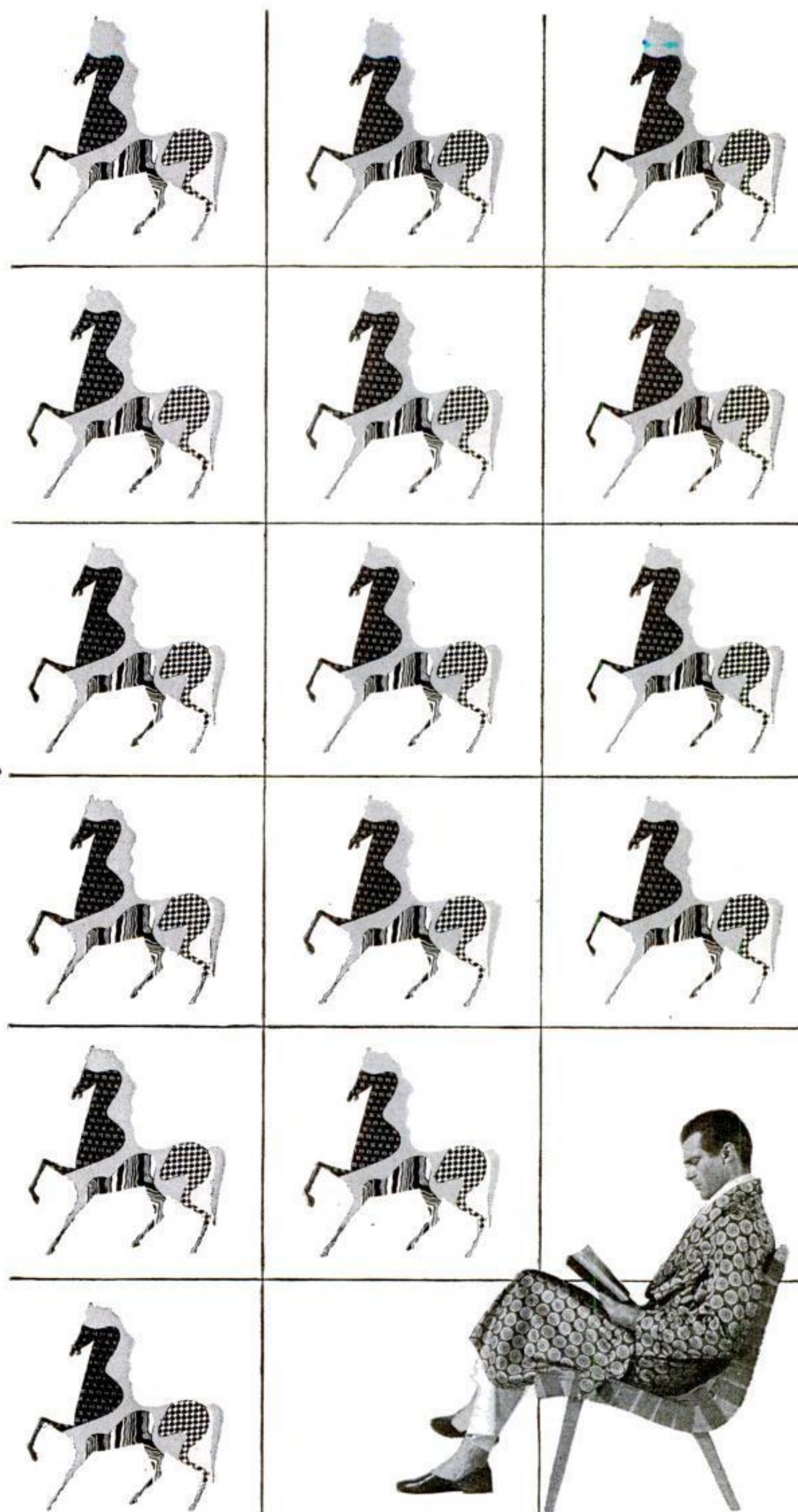
In the spring of 1885 the team of Butler & Oakley signed on with Buffalo Bill's Original Wild West Show, just getting into its full stride under the able management of Nate Salsbury and the inspired press-agentry of Major John W. Burke, without question the mogul of all press agents. No honest account of Annie Oakley, or for that matter of Buffalo Bill, can be written without reference to Major Burke.

Burke would be wholly incredible today. He wore his hair long and occasionally called himself Arizona John. He hailed from that suburb of Arizona we know as the District of Columbia, where he

CONTINUED ON NEXT PAGE



STANDS BETWEEN ANNIE AND SITTING BULL. BURKE RECLINES IN FRONT.



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ANNIE OAKLEY CONTINUED

was born and reared. He had been a tramp newspaperman and once was manager of a trained-animal act. Dressed impressively in a Prince Albert and striped pants, he wore his whiskers in the prominent banker or flying buttress style and his sole interest was that Buffalo Bill's Original Wild West Show should become and remain the most gigantic, the most stupendous and the most amazing spectacle on the face of the earth.

Fifteen years before a journalist called Ned Buntline had taken hold of William F. Cody when Cody was an obscure cavalry scout and had blown him into the magnificent character of Buffalo Bill, Prince of the Plains. When Buntline and Cody parted company Burke got a firm grasp on the Buffalo Bill legend and built it into even greater stature, built it so solidly, too, that no reliable biography of Cody has been or ever will be written. And now, in 1885, Major Burke took little Annie Oakley by the hand.

Among Burke's many talents was a gift for getting along with American Indians. The best-known Indian villain of the day was the surly yet bighearted old Sioux medicine man, Sitting Bull. Burke and Salsbury inveigled him into joining the Buffalo Bill show, and presently the press of the country broke out with a wonderful story, namely, that Sitting Bull, whose name was still a terror to all palefaces, had joined the show simply to be near his adopted daughter, who was none other than Annie Oakley. Moreover, swore Burke (and newspapers printed every word of it as gospel), Sitting Bull had made Annie "a full Indian princess" and named her "Watanya Cicilia" which, so Burke related with awe, meant Little Sure Shot.

Although, just as in the case of Bill Cody, Major Burke dreamed up the character that Annie Oakley became, her shooting itself needed no ballyhoo. It was as near perfect as shooting could be. At 30 paces she would slice the thin edge of a playing card held by Frank Butler. She exploded cartridges thrown into the air. While

she sighted by looking into a mirror formed by the glittering blade of a long bowie knife, she broke a ball whirled around Butler's head. She was pretty good with a six-gun, too, and one of her favorite stunts was to roll a tin can along the ground with a tattoo of bullets from a pair of Colt's double-action revolvers.

Great days were ahead for Annie. The show went abroad, first, to England, where it set up at Earl's Court in London. After a run of middling to poor business the gate picked up. Lady Randolph Churchill engaged a box. So did the Messrs. Gilbert & Sullivan. So did Sir Charles Wyndham, the noted actor. And



1899 PROGRAM of Madison Square Garden show is rare bit of Oakliana.

presently, on a wonderful day that Major Burke never permitted the world to forget, the Prince of Wales (the future Edward VII), his princess and their three daughters, together with other assorted royalty, came for a special performance. By heroic measures Burke managed to keep Buffalo Bill, one of our really great toppers, sufficiently sober to appear on his white horse and break a few glass balls with his rifle. The yelling Indians, the careening Deadwood coach, the bandits, all proved exciting to these princelings, whom Burke insisted on calling "crowned heads," but it was Little Sure Shot they had come to see. Next day Buffalo Bill received a note: "Sir; Will the little girl, Annie Oakley, who shoots so cleverly in your show, object to shooting a friendly match with the Grand Duke Michael of Russia? We will arrive at Earl's Court at 10:30 this morning." It was signed "Edward."

Bill Cody was upset. He believed, and with reason; that no matter how good a marksman the grand duke was, little Annie would shoot rings around him. And, when asked, Annie said that was exactly what she would do. Buffalo Bill thought it would be quite terrible to have a grand duke outshot by a commoner and a woman at that. Annie was not to be moved. While the argument was going on, four whole carriage loads of assorted royalty and nobility rolled up to Earl's Court and the shooting match started. The duke was a better-than-good marksman but not in Annie's class. He missed 15 out of 50 targets, Annie only 3.

The incomparable Major Burke announced to reporters and cabled back to the U.S. that the grand duke had really come to England to win a British princess in marriage and had even progressed to the engagement stage, but that his losing the shooting

CONTINUED ON PAGE 75

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ANNIE OAKLEY CONTINUED

match to a woman had caused him also to lose face. Hence the engagement was broken by the princess. "How magnificent this little woman of the Great Plains!" marveled Burke. "She and her magic gun won *two* matches from the grand duke—the shooting trophy and the hand of the princess." Even Annie Oakley came to believe it.

The sporty Prince of Wales liked the Wild West Show. He came again and again, and near the end of its run he presented a fine medal to Miss Oakley. And at last Queen Victoria could stand it no longer. She commanded a special performance, while Major Burke's long whiskers fluttered as never before. It was all the same to Miss Oakley. Her eye unfogged by royalty, her hand still true, she stood out there in the arena and broke ball after ball, punctured card after card, then bowed and retired gracefully in a cloud of smoke.

Whether Annie's success had made her too big for her pants or whether, as more likely, too many members of the show simply felt they were being ignored is not known. Whatever the reason Buffalo Bill and his crew sailed home without Mr. and Mrs. Butler. The Butlers went to Berlin where Annie gave exhibitions and later toured Germany. Then they returned to America, though not to the Original Wild West Show. Annie got mixed up with a stage show entitled *Deadwood Dick*, one of the most dreadful turkeys ever seen. A tour of vaudeville was not much better. What Annie needed was the inspired touch of Major John Burke.

In 1889 the Butlers were back with the Wild West Show. They toured France, Spain and Germany. In Berlin, at the special request of the young Kaiser Wilhelm, Annie shot the ashes off a cigarette held in his mouth. Two years later she was a sensation at the Chicago World's Fair, and for the next seven years she did not miss a season nor a single performance with Buffalo Bill. Then, in 1901, as the train carrying the show was steaming south to go into winter quarters, it ran head-on into another train. Four performers were killed and almost 100 injured, among them Annie Oakley, who was pulled unconscious from the wreck by her husband.

Partial paralysis and five operations followed the injury. Annie's hair grayed, then whitened. It was more than two years before she took gun in hand again. Then she found she could still shoot and shoot well. Soon she was out with another stage horror, *The Western Girl*. She left it and went into vaudeville. The rest of her life was spent in and out of vaudeville and, during the winters, in giving lessons in shooting at Pinehurst, N.C.

Annie died in Greenville, Ohio, in her native Darke County, on Nov. 3, 1926 and her body was cremated in Cincinnati. Childless herself, she left 18 orphan girls whom she had befriended and put through school. Frank Butler died a few weeks later. Both Bill Cody and Major Burke were long since in their graves.

Until *Annie Get Your Gun* the new generation knew Annie Oakley only as a slang term for complimentary tickets. It was coined by the late Ban Johnson, the baseball impresario, who referred to baseball game passes, all of which were punched as though by bullets to distinguish them from paid tickets, as Annie Oakleys.

It was small immortality for so wonderful a woman. All young men of the time, and old men too, lost their hearts to the tiny buckskinned sprite and never quite got over it. No American male of the era was wholly immune to the charms of Little Sure Shot, adopted daughter of Sitting Bull and the creation of Major John W. Burke, God rest his inspired and imaginative soul.



AT 61 Annie was still a hot shot. In 1922 she staged an amazing exhibition on Mineola Fair Grounds, Long Island, breaking 100 clay pigeons in a row.



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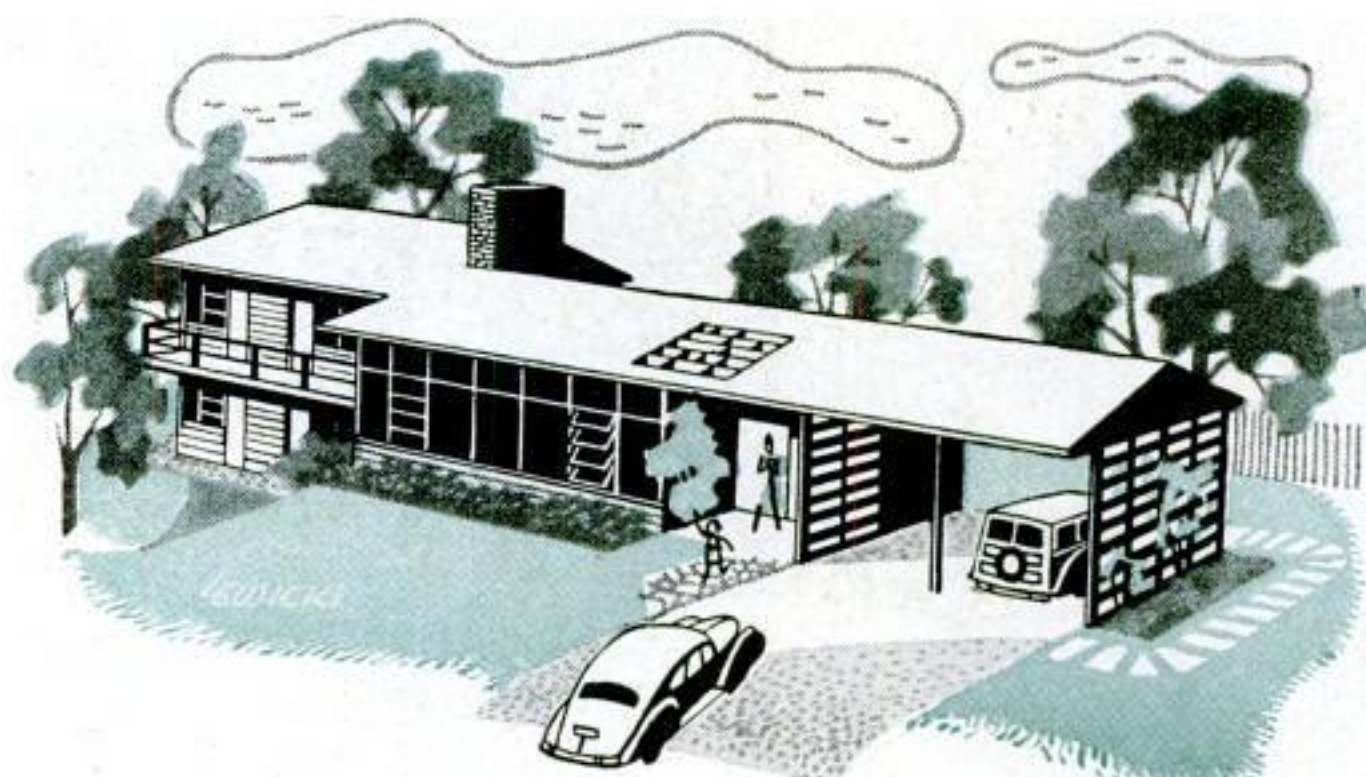
No other Instant Coffee like it!



MINIMUM HOUSE BY PIETRO BELLUSCHI



SUBURBAN HOUSE BY SCHWEIKHER AND ELTING



COUNTRY HOUSE BY EDWARD D. STONE AND ASSOCIATES

LIFE

Presents

THREE MODERN HOUSES

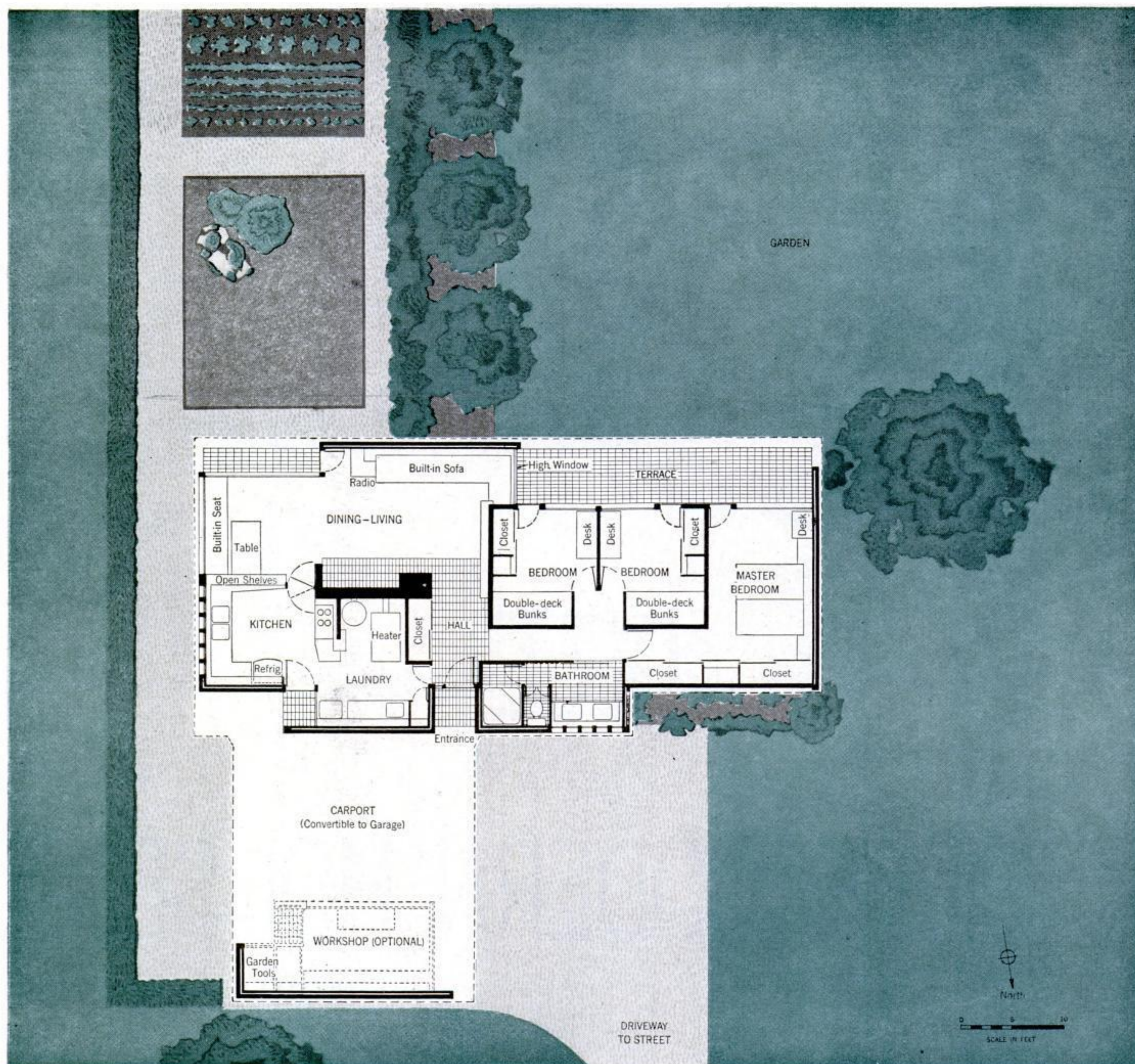
THEY ARE THE KIND OF HOMES U.S. NOW CAN HAVE

This year the nation is fairly started on its building boom, and thousands of U.S. families, living in makeshift quarters, can for the first time see a new home on the horizon. To show its readers the kind of new homes they could have, LIFE asked three top residential architects to design three modern 1947 houses. Their plans, translated into exquisite scale models, are set forth on the following 14 pages.

These houses are something new. They would have been impractical 20 years ago. They are low and ground-hugging instead of high and boxy. They have small, clean-running furnaces in compact spaces on the first floor, eliminating basements. They have wonderful glass-walled rooms. Although modern, they are graciously so and would fit into any community.

The U.S. can have homes like these. It has only to ask architects and builders for them. Otherwise the nation may be cluttered with ill-built, ill-designed houses like those that sprang up after the last war.

One fact everyone must face is that houses are too expensive. To show just how expensive they are LIFE had cost analyses made of its houses. The figures quoted on the following pages are U.S. averages; they may be 20% higher or lower in a specific locality. But no matter how the prices vary in different towns, they will all be very high by prewar standards. Unfortunately prewar standards will never return and building costs will probably not fall much for some time to come. By 1947 standards these houses, with their advanced design, are a better-than-average value.



FLOOR PLAN OF SUBURBAN HOUSE SHOWS RELATIONSHIP OF ROOMS TO THE GARDEN. FLOOR AREA IS WITHIN 1,500-SQUARE-FOOT LIMIT SET BY GOVERNMENT

HOUSE FOR A SUBURBAN LOT

ITS LIVING QUARTERS ARE ARRANGED TO FACE A GARDEN IN THE REAR

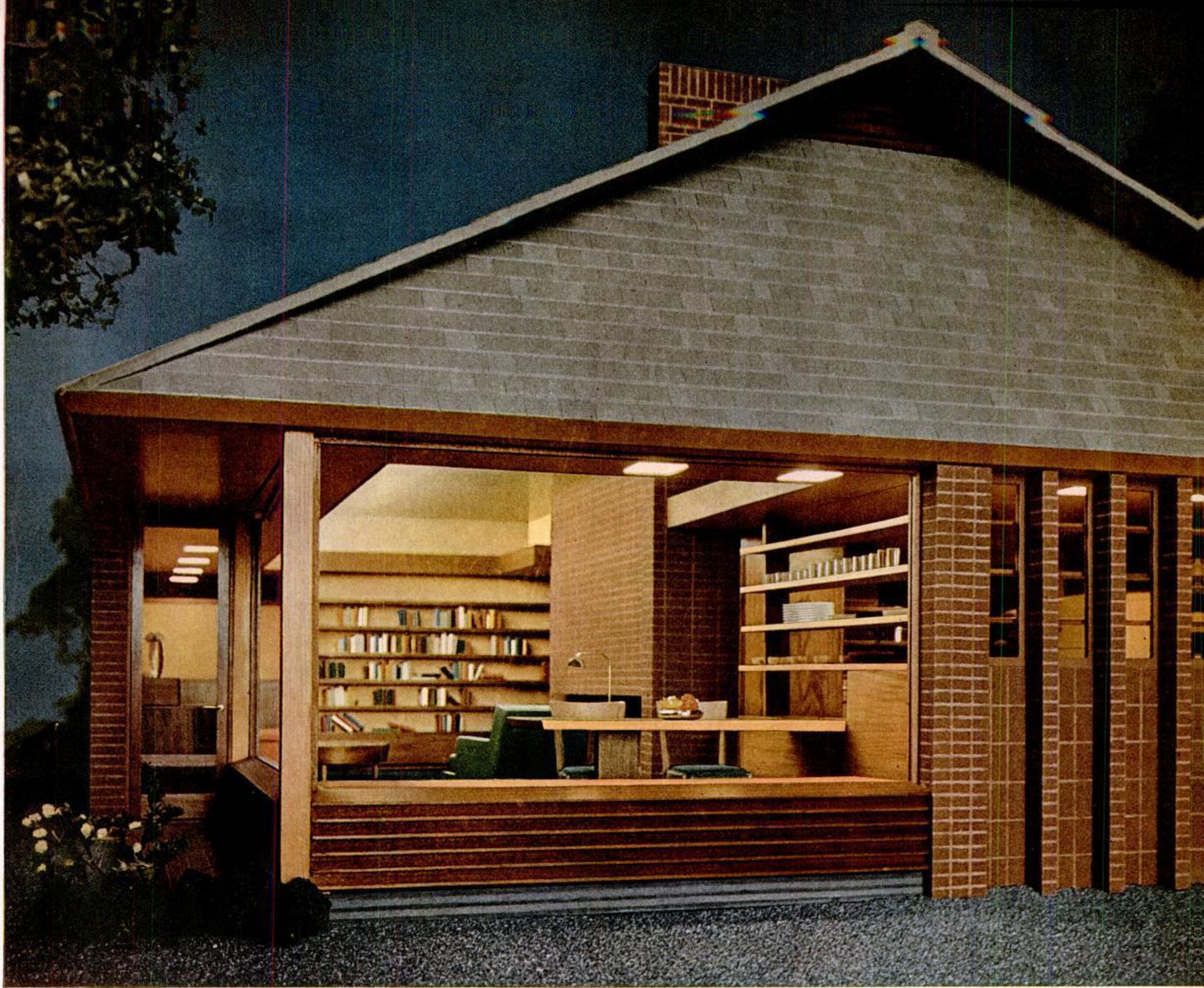
Many houses built in U.S. suburbs have two fundamental faults. The dining and living rooms face the street—sometimes a drab prospect—and for privacy have to be heavily screened by shrubbery. Secondly, backyards are often cut up by garages and driveways, leaving the front lawn which is in plain view of the street as the only place where people can relax or romp.

LIFE's suburban house, designed by Paul Schweikher and his associate, Winston Elting, reverses this situation (*plan above*). It is placed as close to the street as possible, leaving room for a big garden in back. The living room and dining area and the bedrooms face the rear and

look out upon the garden through plate-glass windows. Thus the rooms in which people spend most of their time are always bright and cheerful and become almost a part of the garden. Carefully bordered with hedges, the garden can provide a countrylike feeling of isolation, with plenty of space for sunbathing and croquet right in the middle of a crowded suburb.

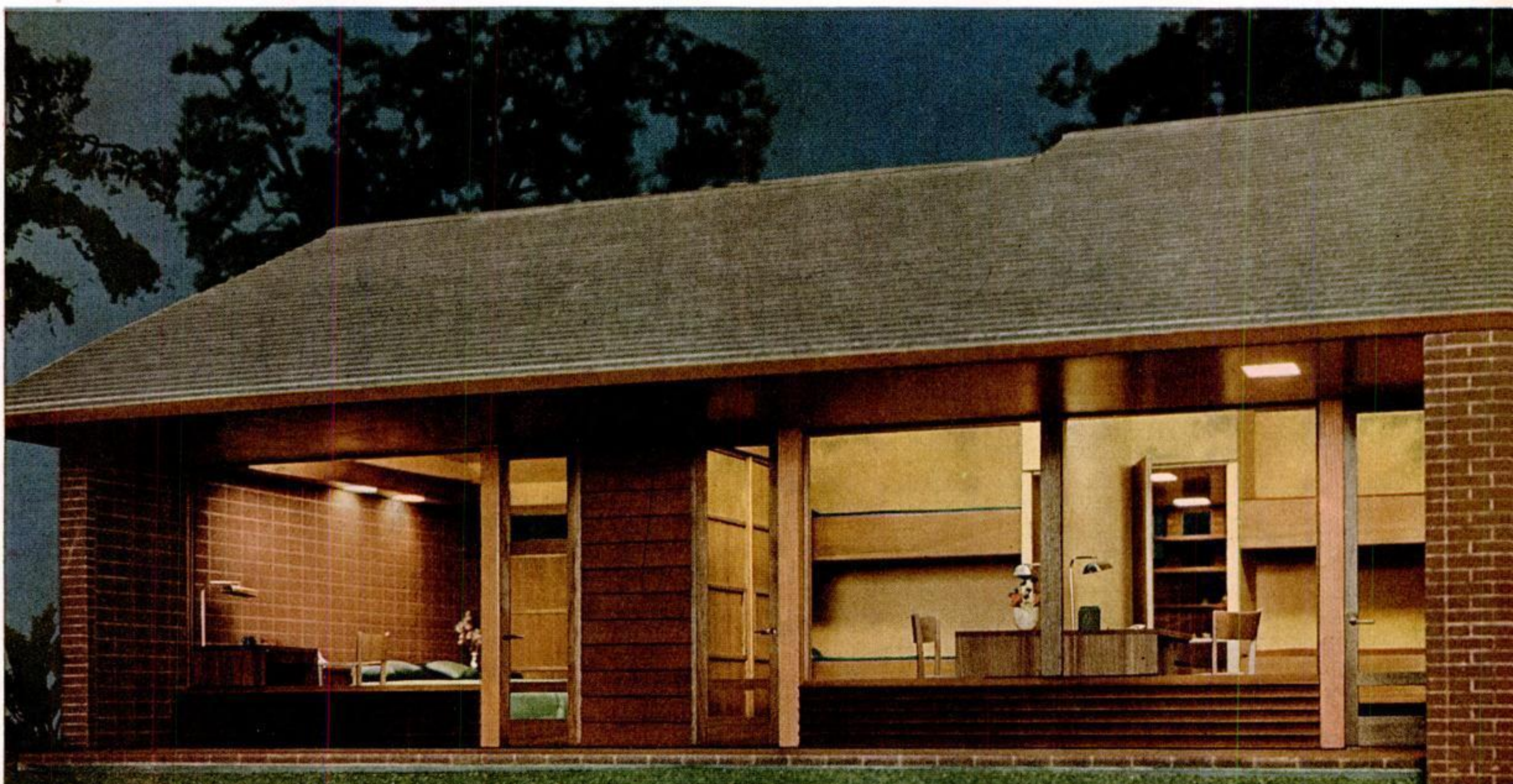
The house is built mostly of brick, which is also used for some of the interior walls and floors. There is no basement. The water heater and warm-air furnace are placed in a small alcove off the laundry space adjoining the kitchen. Architect Schweikher has included a con-

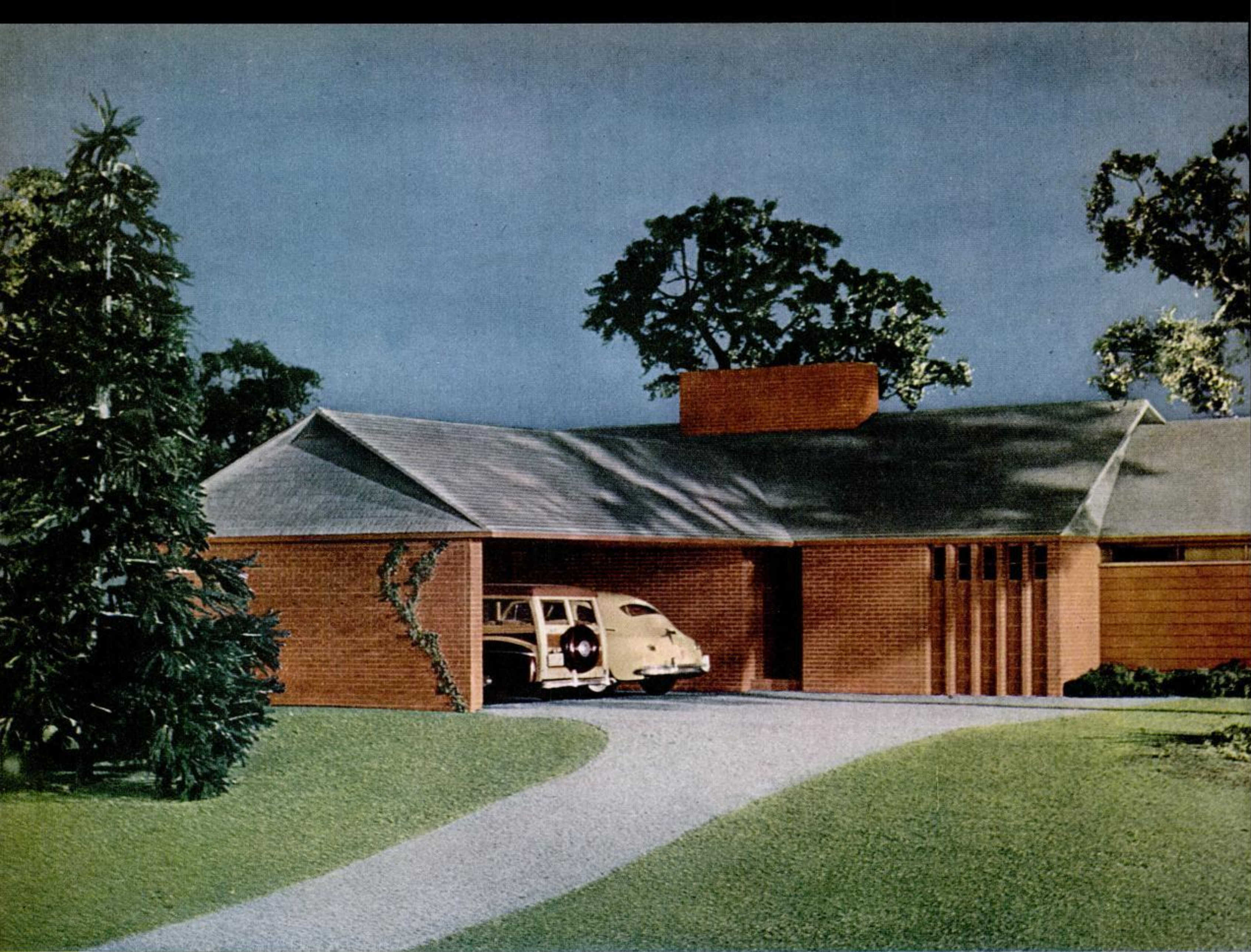
siderable amount of space-saving built-in furniture—a sofa in the living room and a seat beside the dining-room table, desks and bunks in two of the bedrooms. Lighting, too, is almost all built-in, as shown in the night views opposite. Ventilation is provided by louvers beneath the fixed plate-glass windows. Smaller louvers set into the recessed gables at the roof peaks (*top picture opposite page*) ventilate the attic. An open shelter which architects call a carport is provided for two cars. It may be converted at any time to a fully enclosed garage and workshop. The suburban house, shown here and on the next four pages, costs about \$18,000.



GLASS-WALLED CORNER (*above*) at east end of the Schweikher house (*see plan, opposite page*) is its most dramatic feature. Visible through the glass is the living room with the dining table in foreground. Windows (*right*) are in kitchen.

ALL THREE BEDROOMS (*below*) have huge windows, also doors opening directly onto a brick terrace. Master bedroom is at left. Two bedrooms (*right*) for children or guests have built-in bunks. Louvers under windows are for ventilation.





STREET SIDE of house faces north and is almost windowless. Brick and redwood walls are broken only by high windows in the bathroom (*center*) and over the closets in the master bedroom (*right*). Such small windows, made possible by concentrating

the least lived-in spaces on this side of house, assure privacy from the street and a minimum of heat loss in winter. In left foreground is the gravel driveway and beyond it the car port, a simple roofed shelter without doors or end wall (*picture*,

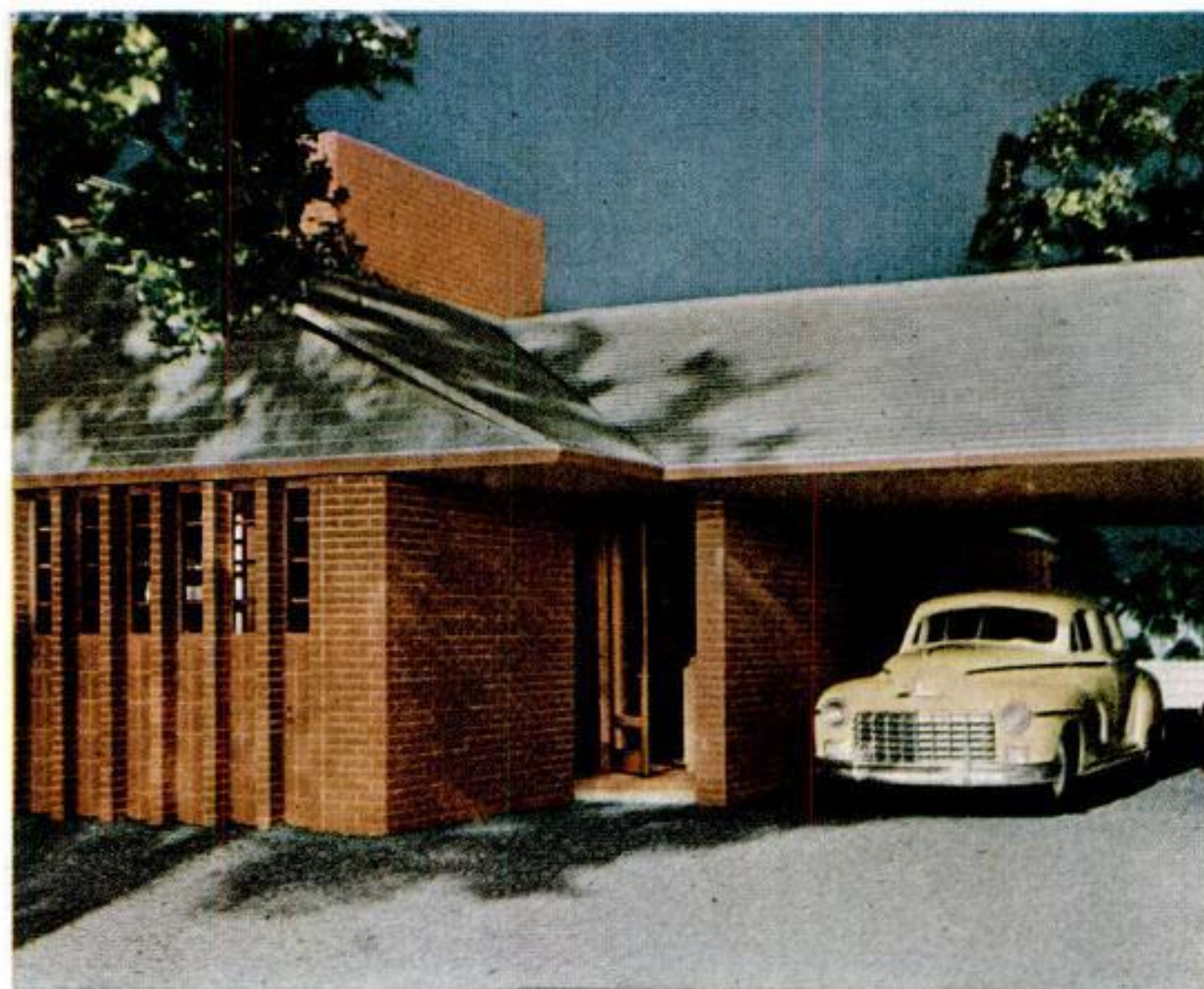


BROAD FIREPLACE dominates one whole wall of the 12-by-26-foot living room. At right is the dining area, separated from kitchen by open shelves accessible

from either side. Picture shows how morning sunlight streams through the glass walls. Sofa and radio cabinet (*picture at right*) have been removed for this picture.



CORNER OF LIVING ROOM has a built-in sofa facing the fireplace, the radio cabinet (*left*) and book-cases (*right*). At night the fluorescent light



KITCHEN DOOR (CENTER) IS AT OTHER END OF CAR PORT FROM FRONT DOOR

BRICK WALLS, COVE LIGHTS MAKE A HANDSOME INTERIOR

The two most striking features of the interior of LIFE's suburban house are the natural brick walls and the indirect cove lights—a system of fluorescent bulbs placed in troughs near the ceilings of the bedrooms and living room. Though unconventional, the brick interior walls have several advantages. They are economical, requiring no interior finish and no maintenance. They are practically indestructible and do not show dust. Their color and texture make a rich background for furniture and they are more sound-proof than ordinary walls. The fact that they are built double with a hollow space in the middle filled with insulation keeps them from being cold in winter. The built-in light troughs spread light over an entire room and eliminate eye-straining glare and shadow pattern of conventional floor and table lamps.

right), which is designed as an economy measure. It accommodates two cars and may be converted to a fully enclosed garage at any time. The front entrance of the house is just to the rear of yellow sedan and is sheltered by the car-port roof.



trough near ceiling gives even, indirect light. Direct lights for reading are recessed in underside of trough. Dark rectangle near ceiling is a window.



IN MASTER BEDROOM night tables at either side of beds are connected by a continuous shelf. For privacy slatted blinds unroll from recess in the ceiling to cov-

er big window. As in living room (left) lighting trough and built-in fixtures provide both indirect and direct illumination. Door opens on terrace lawn and garden.



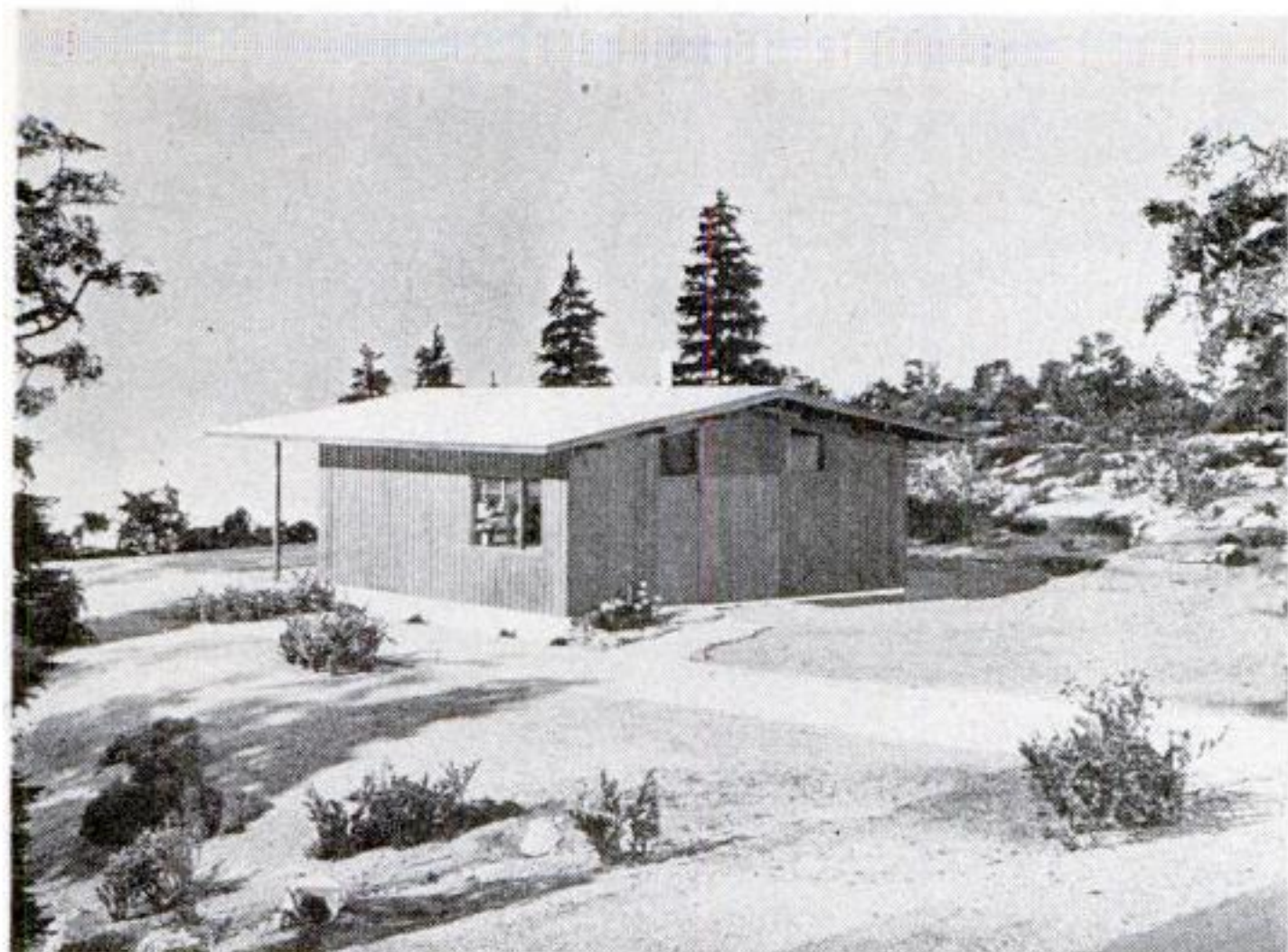
ELEGANT KITCHEN (above), finished in brick, natural woods and warm colors, is in great contrast to usual stark white décor. Dining area is just beyond the open shelves (right). In the picture below, view from the laundry area shows water heater (right) and the dining area through open shelves.



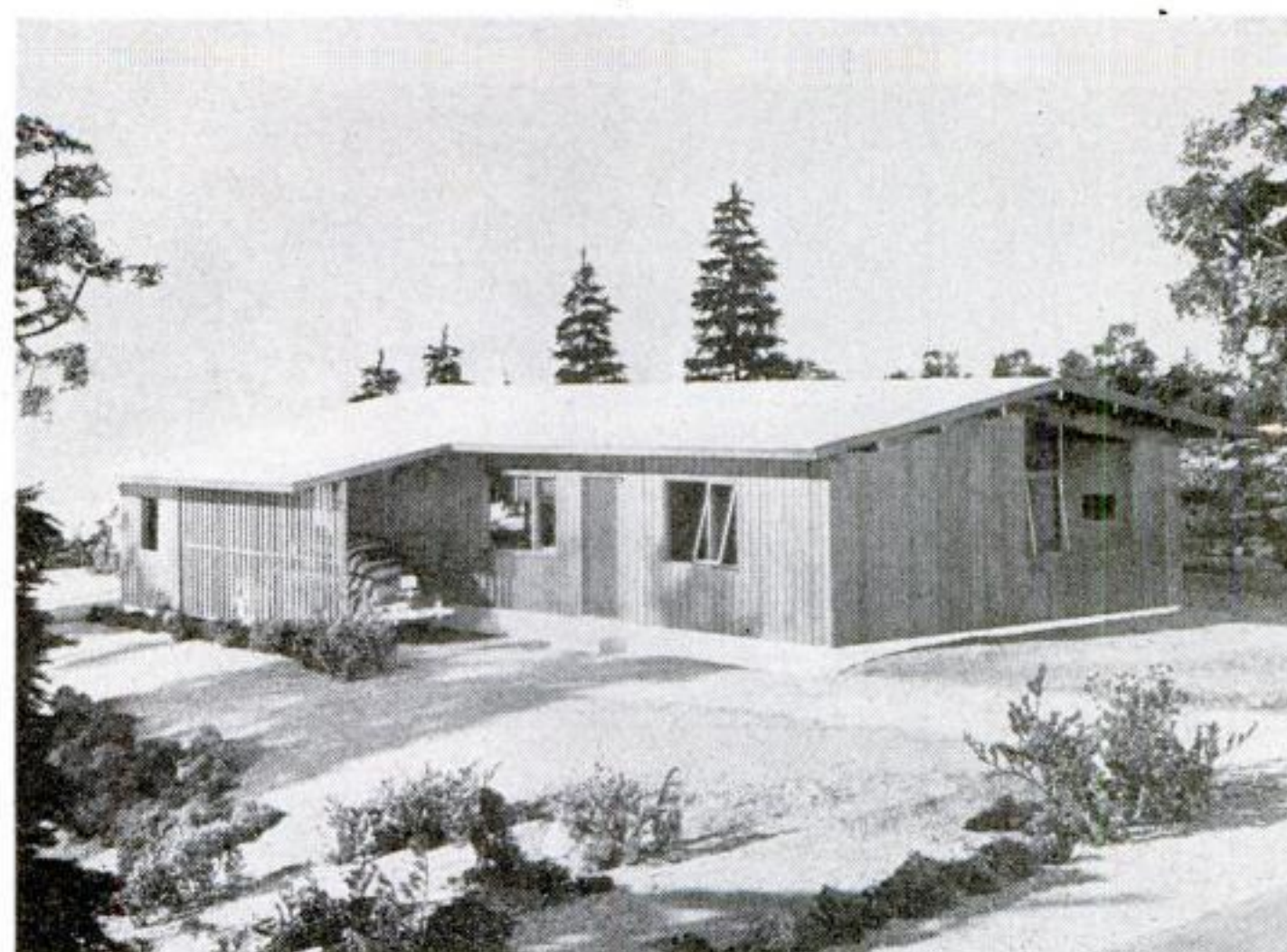
BATHROOM, entered through sliding door (right), has twin wash basins to take care of morning rush. Part of second basin, toilet and bathtub are out of the picture at the right.



DOUBLE-DECKER BUNKS in children's rooms have individual reading lights. Lower bunks pull out to facilitate bed-making. Closet with sliding door is at right of the ladder.



MINIMUM HOUSE as it looks from the street is shown here. The path leads up to the front door. The big window at the side of the house is over the kitchen sink. At left is a corner of the covered terrace which faces the lawn in the rear.



EXPANDED VERSION of minimum house has lengthened toward the street. Addition contains three bedrooms. Front entrance is now at side of house to right of kitchen window. Beyond kitchen window is a carport and a small workshop.

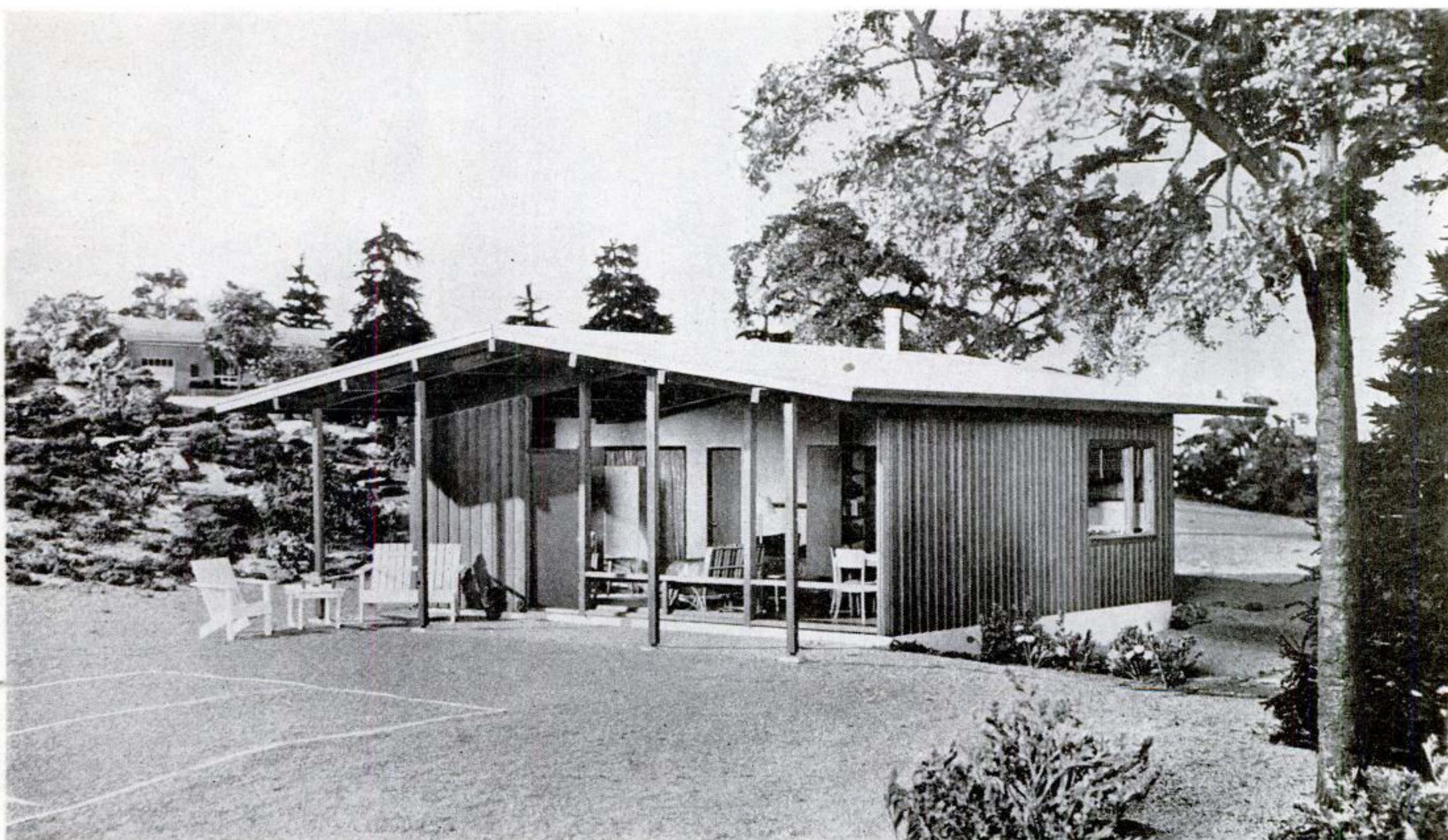
MINIMUM HOUSE

IT EXPANDS FROM ONE ROOM TO FOUR TO TAKE CARE OF GROWING FAMILY

A great many American families cannot afford a house costing more than \$7,000. Yet the price of new, individually built homes in much of the U.S. is around \$9,000—and some are very poor houses. LIFE's second house, by Pietro Bel-luschi, can be built for just \$7,000. Of necessity it is a minimum house but big enough for a young family to get started at housekeeping. It

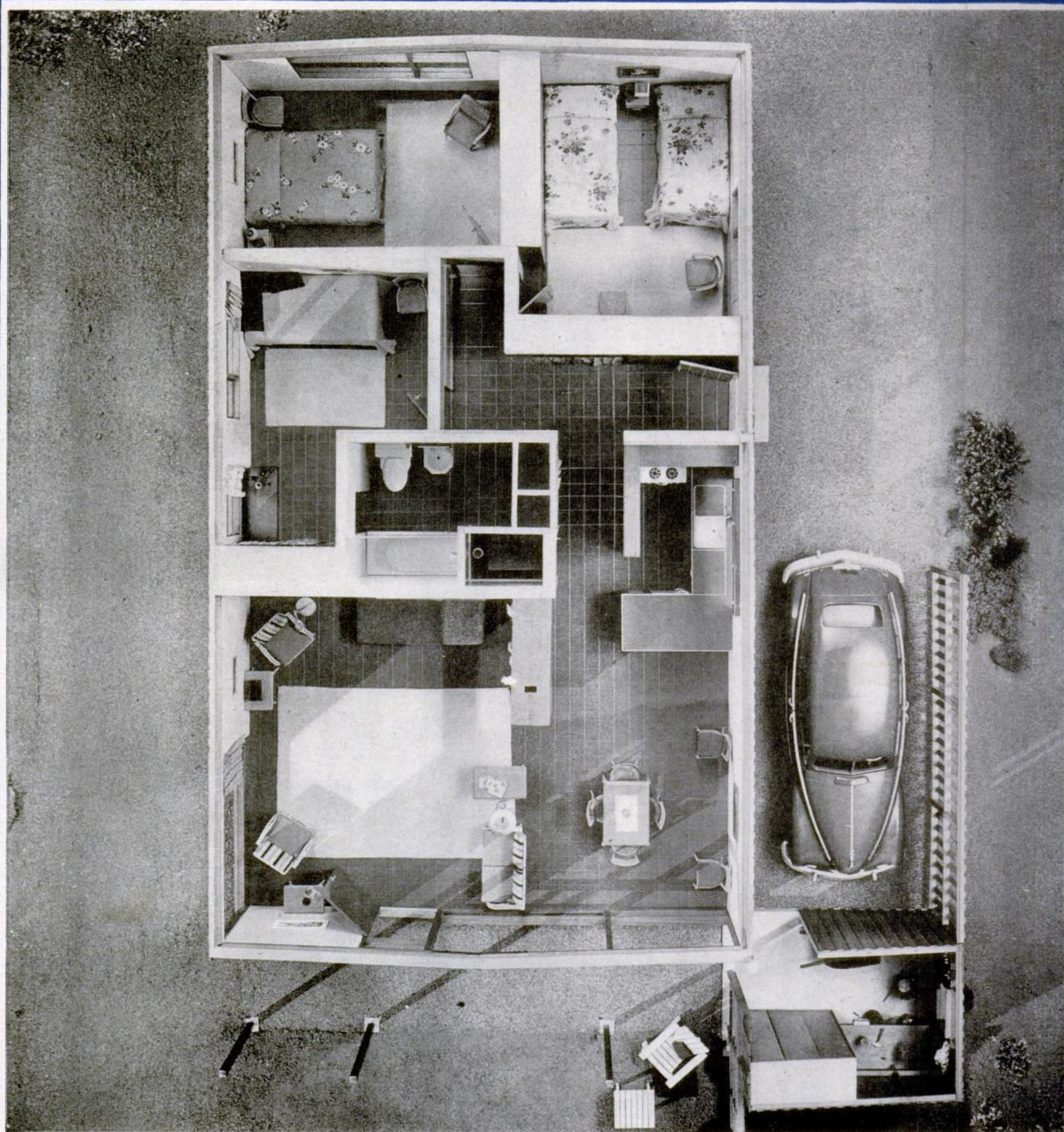
consists essentially of one large room which is living room, dining room, kitchen and bedroom all in one. There is also a small nursery behind the main room. In spite of its small size the minimum house provides a maximum of pleasant living. It has a covered terrace and a well-equipped kitchen with a picture window over the sink. Like LIFE's suburban house, the Bel-

luschi house looks out over the garden in the rear, through a big glass wall. But the best thing about LIFE's minimum house is that it can expand (*above*). When the family needs more room and has had time to save some money, an addition can be made for about \$3,500. The addition converts it into a comfortable three-bedroom house that can accommodate a family of five.



LIVING AREA of minimum house, like the suburban house, faces a secluded lawn at the rear of the lot. Outside the big plate-glass window which forms most of the rear wall of the house is a roofed gravel terrace 6 feet wide. Seen through

the window is the single big room that makes up most of the interior of the minimum house. At right is part of the dining-room table. Window in the side of the house is the same kitchen window visible in the two pictures at top of page.



WITH ROOF REMOVED, EXPANDED HOUSE LOOKS LIKE THIS. PICTURE CORRESPONDS TO PLAN (RIGHT) AND SHOWS HOW FURNITURE IS PLACED IN HOUSE

PLANS SHOW HOW MINIMUM HOUSE IS BUILT AND EXPANDED

The picture above and the plans on opposite page show how LIFE's minimum house is constructed and how it can later be expanded to contain three bedrooms. The plans are presented in sufficient detail so that anyone who wants to build the house can discuss the project intelligently with any reliable architect or builder.

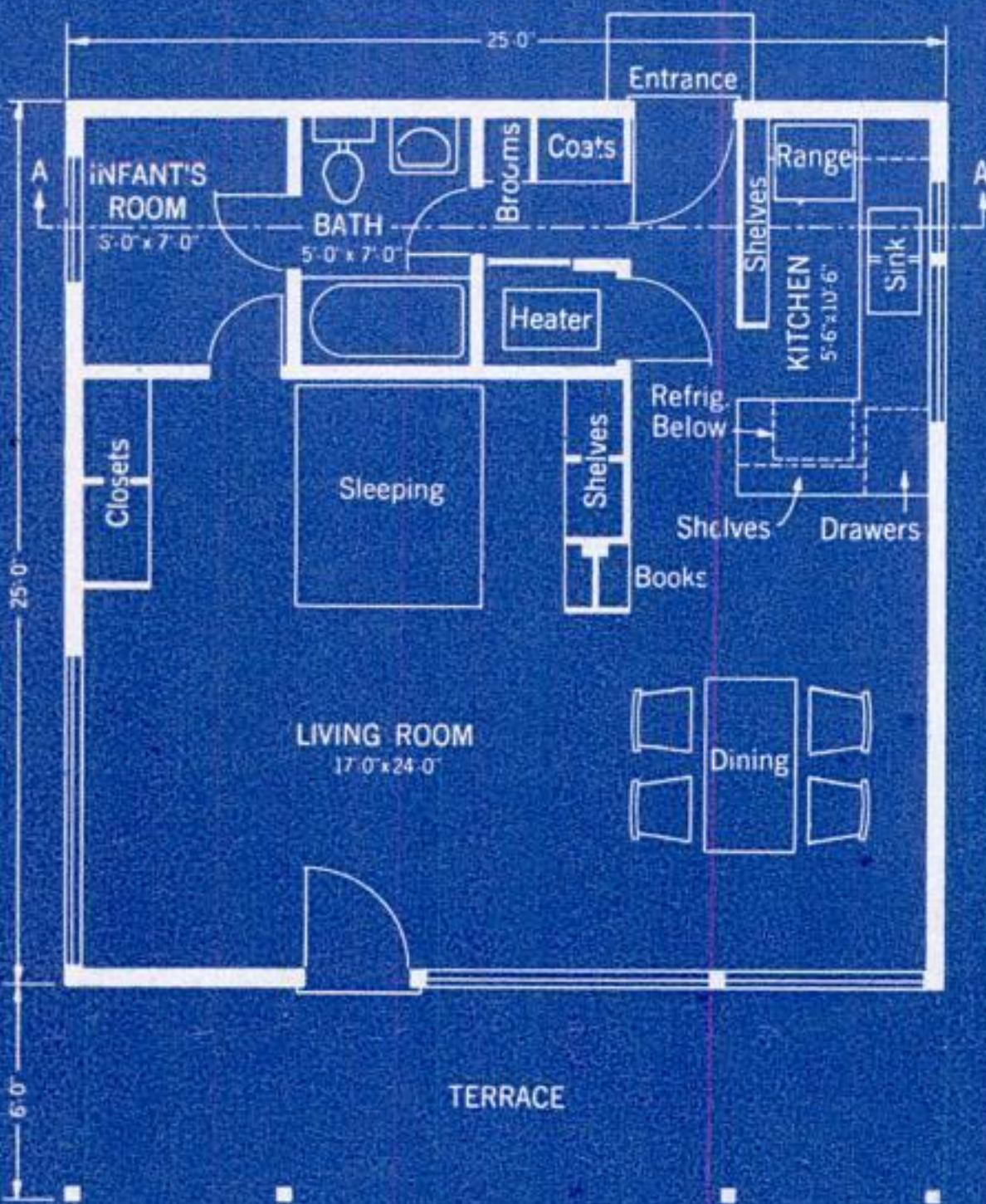
At top left on the opposite page is the plan

of the minimum house. Directly below it is the expanded house. In making the addition the infant's room becomes part of a bedroom; kitchen and bathroom remain essentially the same; closets are shifted around. At right on opposite page are drawings of the four sides of the minimum house and a cross-section.

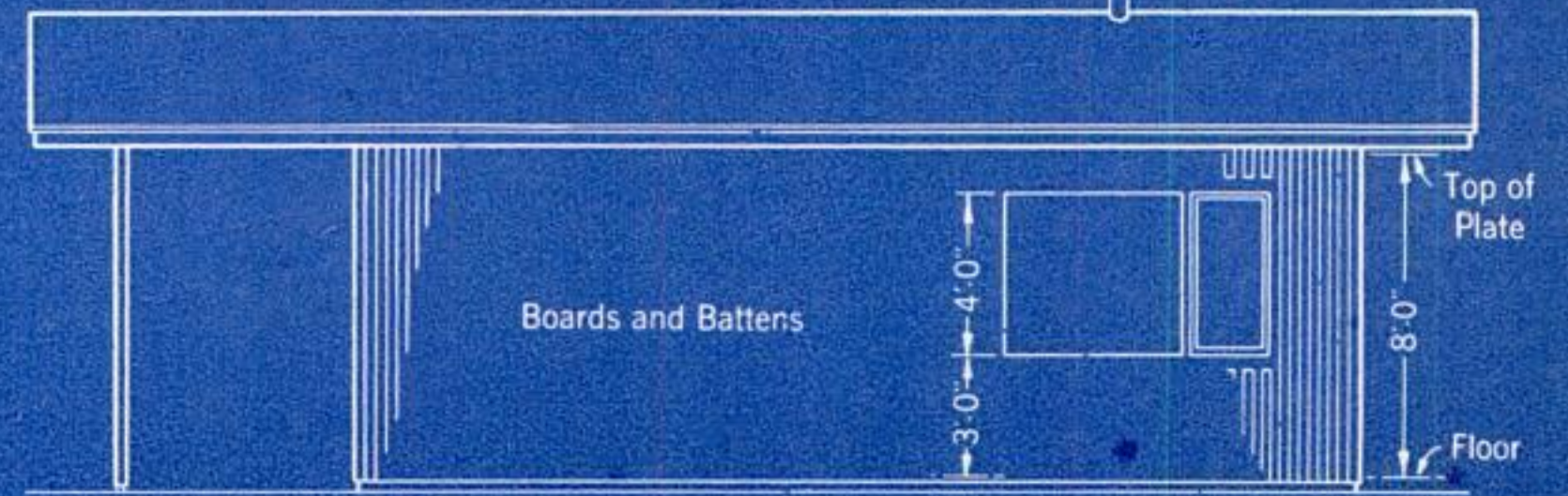
The house has a continuous foundation wall

and a concrete floor slab finished with asphalt tile. The walls are standard wood frame with an exterior of stained spruce, fir or cedar. The house is heated by an oil or gas-fired warm-air furnace which is vented through a stack in the roof. In expanded house the bathroom is mechanically ventilated by built-in exhaust fan—the most effective kind of bathroom ventilation.

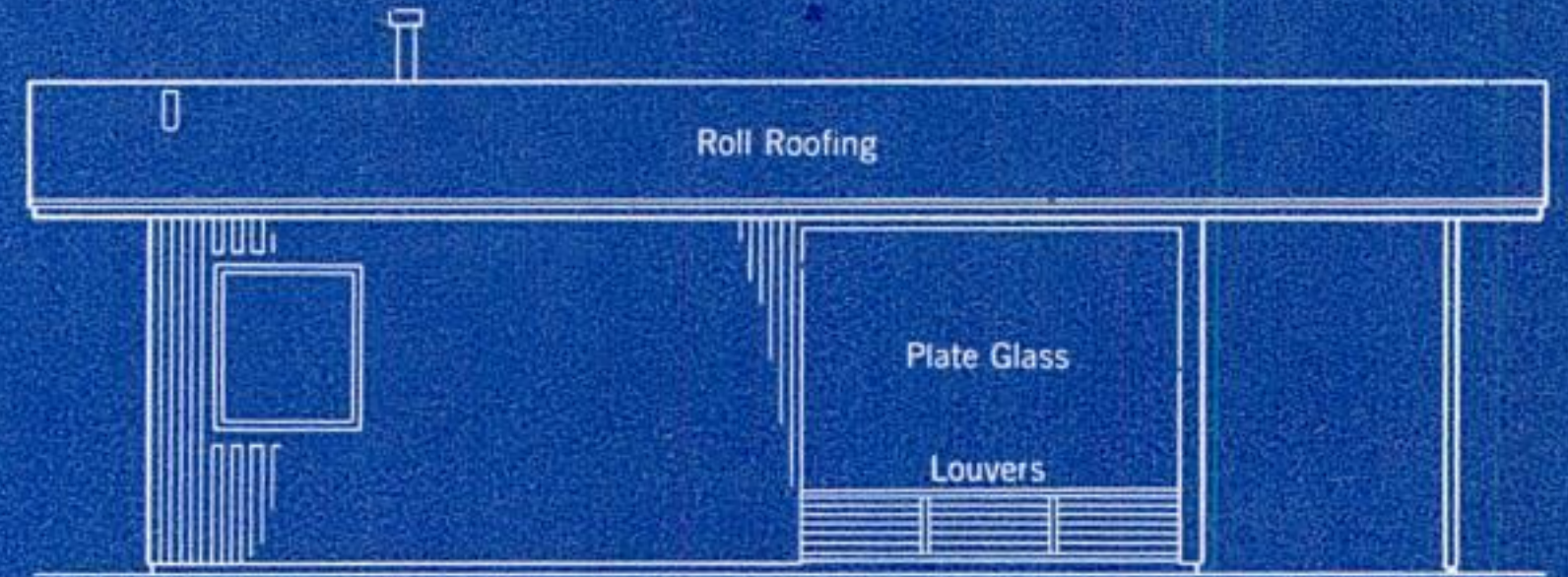
MINIMUM HOUSE



MINIMUM HOUSE

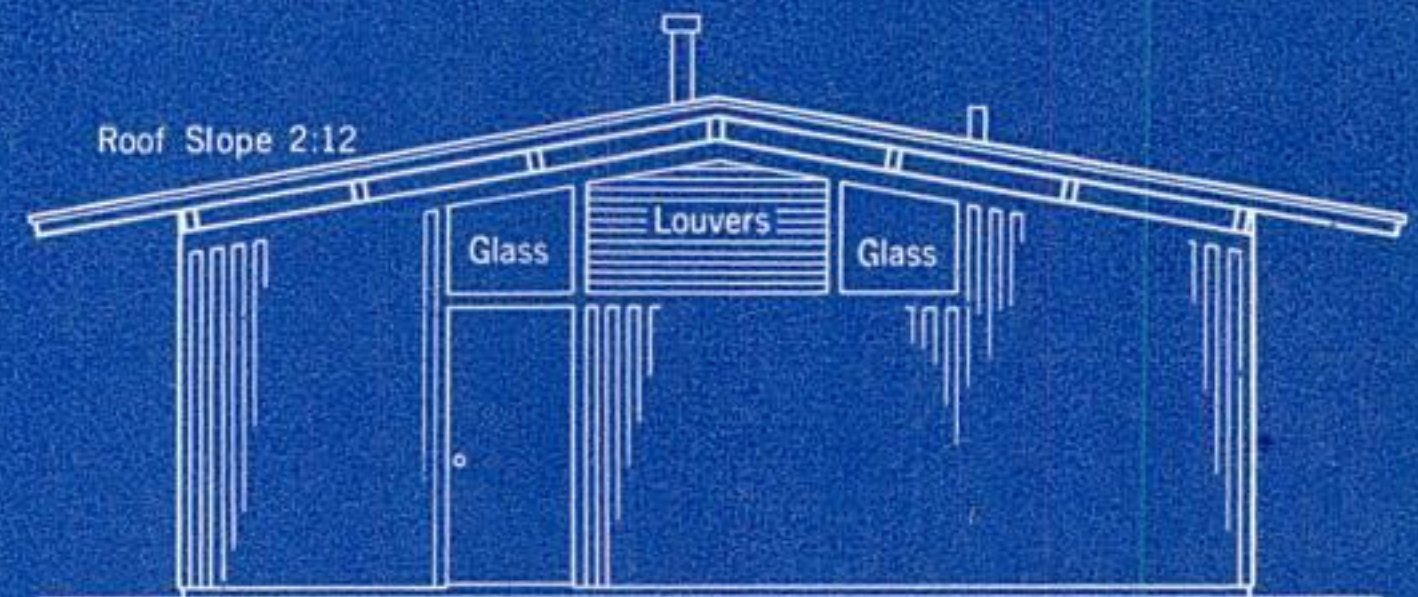
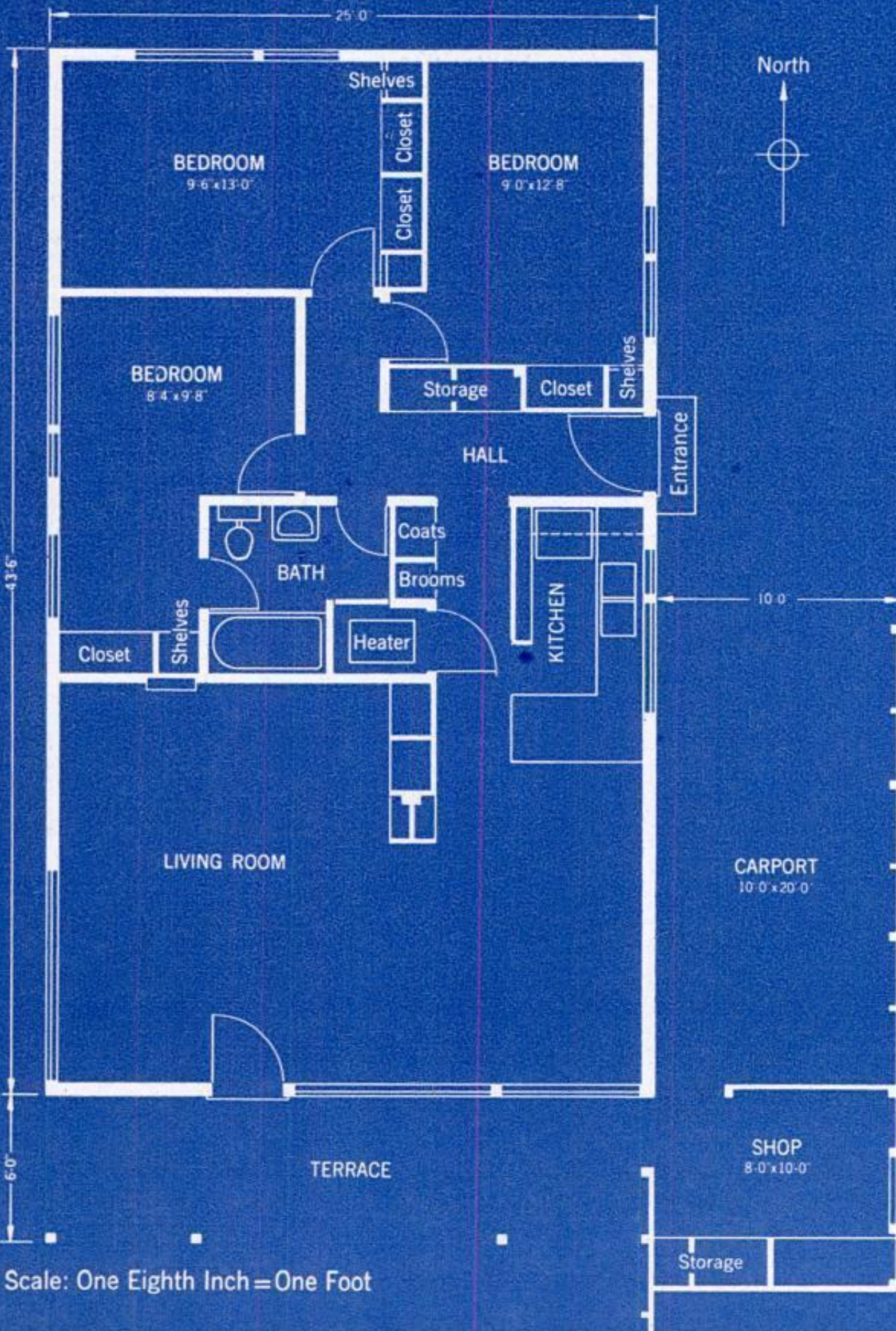


EAST ELEVATION

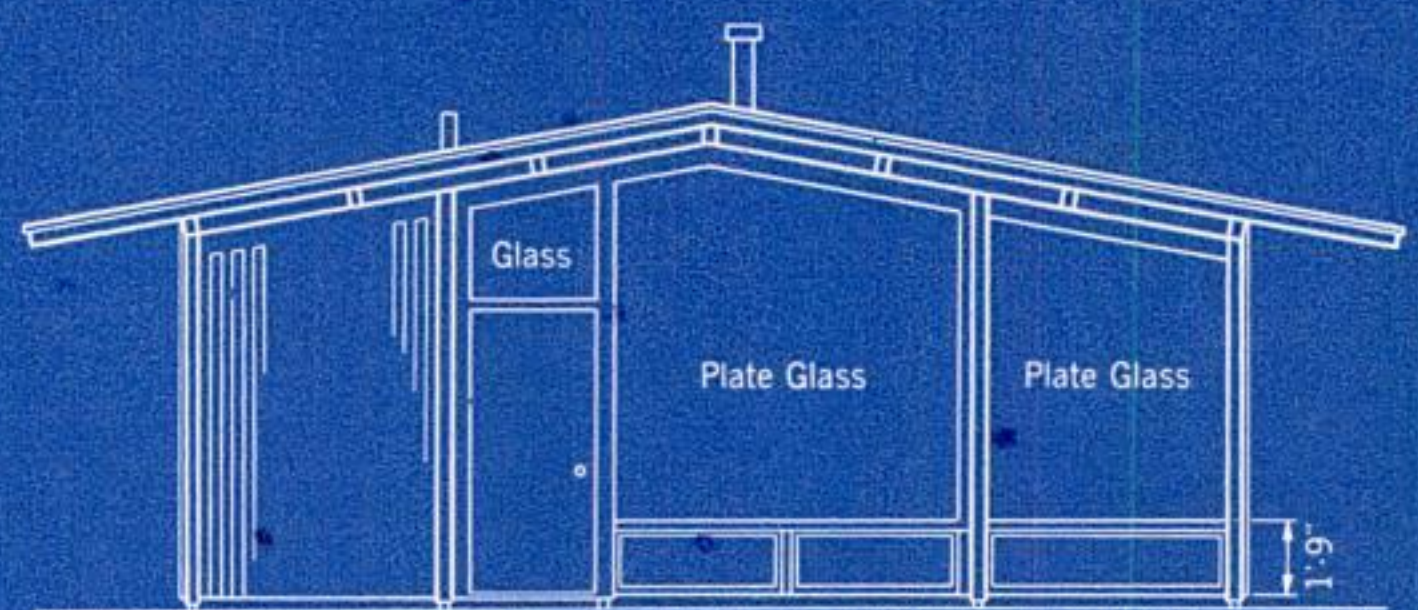


WEST ELEVATION

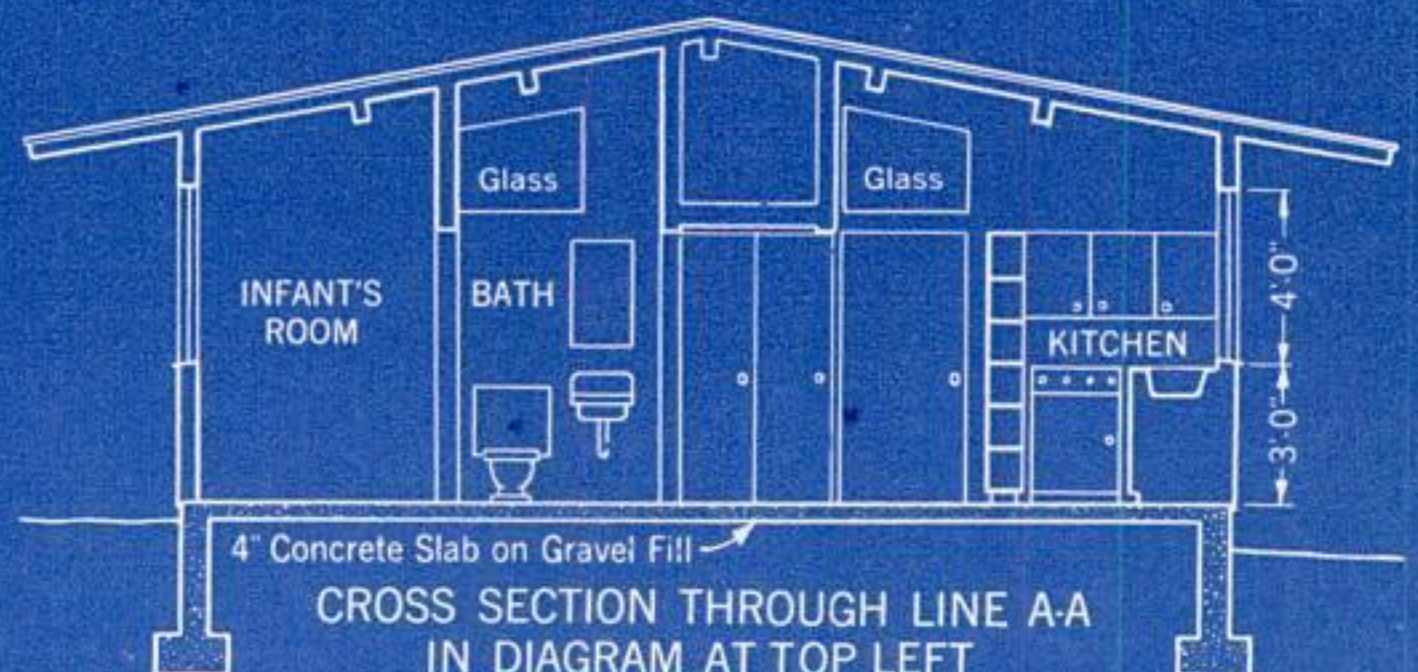
EXPANDED HOUSE



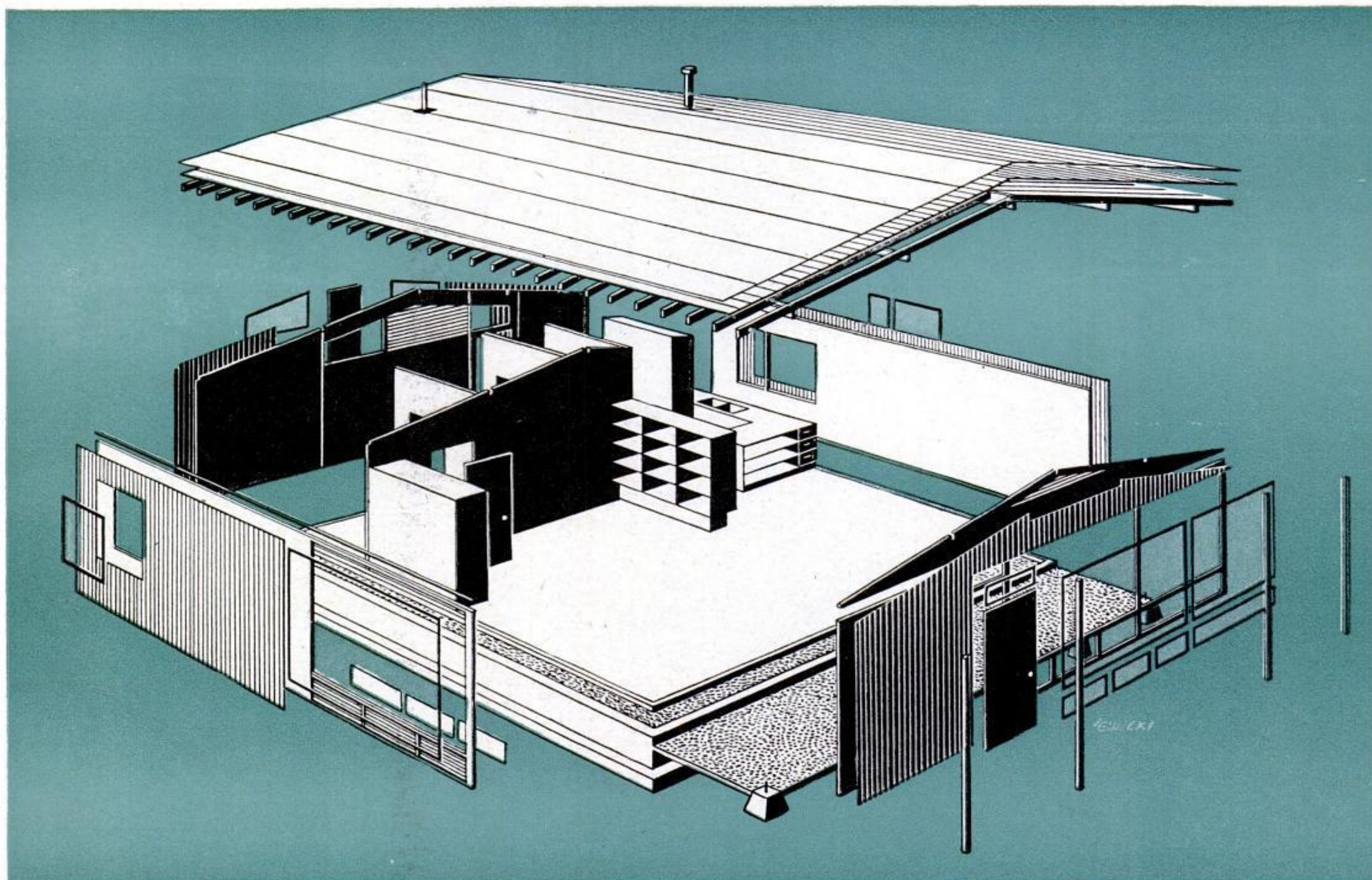
NORTH ELEVATION



SOUTH ELEVATION



CROSS SECTION THROUGH LINE A-A
IN DIAGRAM AT TOP LEFT



EXPLODED DIAGRAM of minimum house shows how its design might be modified into a number of assemblies for factory reproduction. Walls, roof and partitions would be trucked from the factory and erected on previously prepared con-

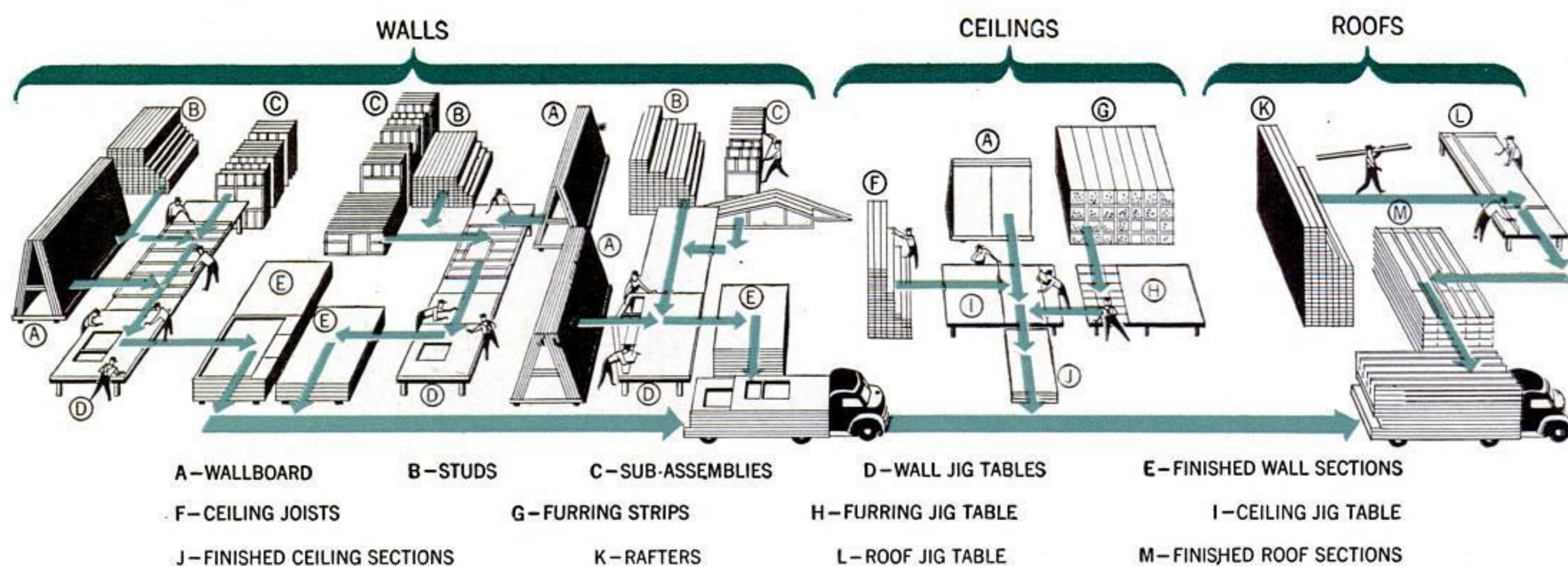
crete foundation and floor. Once shell of the house was up, carpenters, electricians, plumbers and painters could all work simultaneously to finish it off in a few days. Built-in cabinets and bookcases shown above would also be prefabricated.

MINIMUM HOUSE COULD BE PREFABRICATED FOR ABOUT \$5,500

To show how the minimum house might be produced in quantity in a factory, LIFE consulted a pioneer prefabricator—the Precision-Built Homes Corporation of Trenton, N.J. The two drawings on this page show how Precision-Built would break the house down into a number of assemblies (*exploded drawing above*) and

produce these assemblies on a production line (*below*). The materials used would be ordinary lumber and a special weatherproof wallboard called Homasote. Once at the site all the various assemblies could be put together into a finished house in something less than 10 days. Other prefabricators could also make the house, us-

ing a variety of different materials and techniques. Precision-Built estimates that at a production rate of 1,000 houses a year they could sell the minimum house within a radius of 50 to 75 miles of one of their several fabricating shops for about \$5,500 erected—a saving of \$1,500 over straight conventional construction.



AT THE FACTORY sheets of wallboard (A), lengths of precut lumber (B,F,K), window and door subassemblies (C) move from stock piles to jig tables (D,H,I,L). On tables workmen assemble these components into the 11 exterior wall sections,

6 partition sections, one ceiling section and 10 roof sections which go to make up the main structure of the house. The completed assemblies are then loaded on a truck for shipment to the building site. Each truck can carry one whole house.



LIVING-DINING AREA of the Belluschi house has a feeling of spaciousness despite its small size. This comes from big plate-glass windows and high, exposed rafter ceiling. In foreground is the dining space, in background the living space.

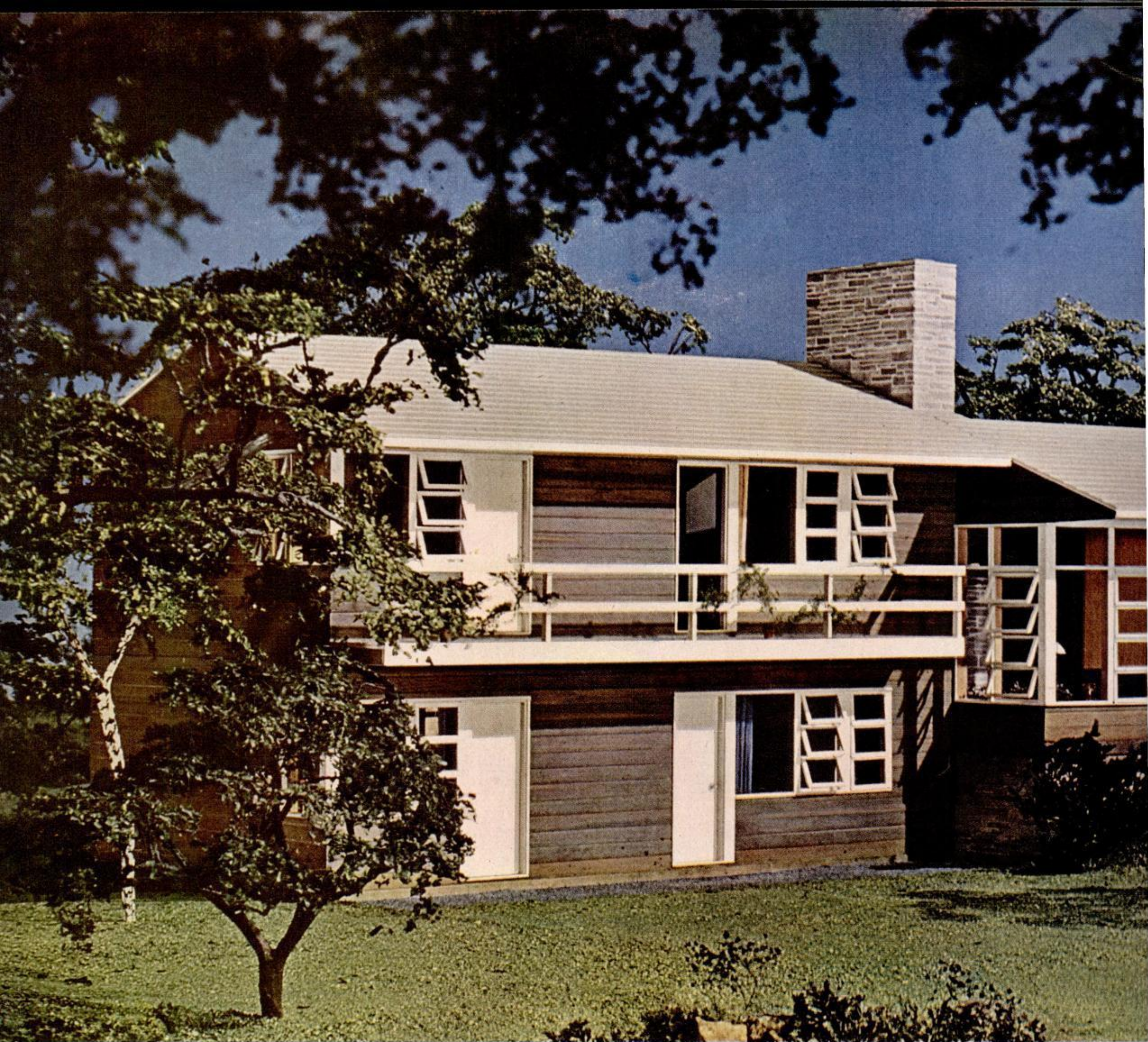
They are separated by a bookcase (right) and a small couch (left). Kitchen is out of picture at right of the dining table. Sashes under big windows in the south wall (left) provide ventilation. Inexpensive porch-type furniture fits character of house.



LIVING SPACE BEFORE expansion is shown above. This view from the terrace shows double bed and door to the child's room (left of bed). A folding screen (left) can be used to separate bed from living space. Clothes closet is behind screen.



LIVING SPACE AFTER expansion has sofa in place of bed. Doorway to the child's room becomes a built-in bookcase. Bedside closet is removed since ample closet space is provided in the new addition. Electric range in kitchen is at right.



LONG, GROUND-HUGGING LINES mark Architect Edward Stone's handsome house. It is built on three levels to conform to a gently sloping site. Two-story part of the house at left contains sleeping quarters and combination library.

guest room. The upstairs bedrooms open on a sunny balcony, those below on a gravel terrace. In the single-story part of the house at right are the living room, dining alcove, kitchen, maid's room and bath and a car port for two cars. This

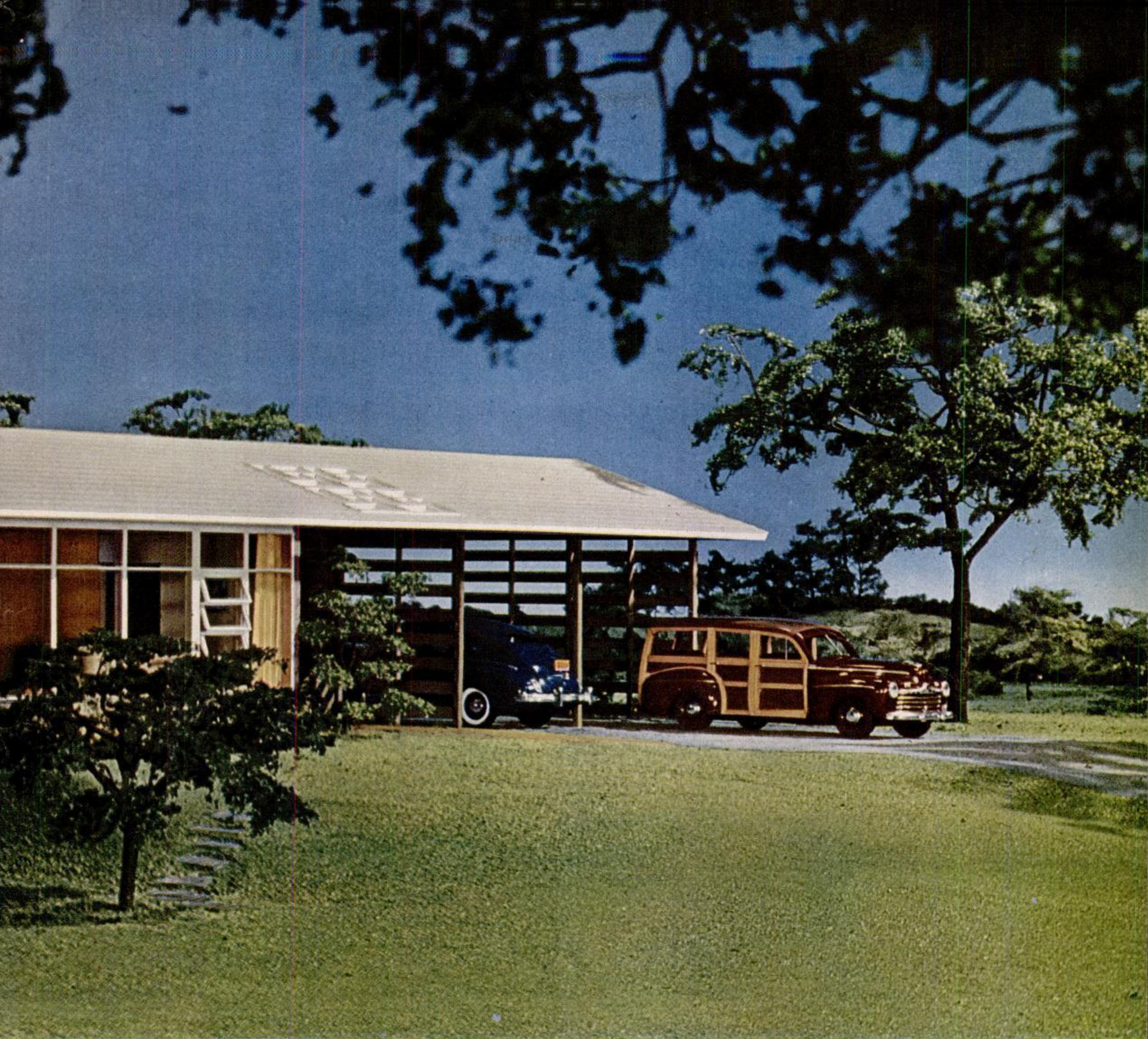


LIBRARY-GUEST ROOM, a half story above the living room, opens onto balcony (background). The wall opening at right of stone fireplace looks down into living room. Studio couch under bookcase (right) unfolds to become guest's bed.

A HOUSE FOR MOST EXPENSIVE OF LIFE'S HOUSES

The house shown above is the most luxurious of LIFE's three designs. It is considerably larger than the two preceding ones, and by reason of this extra space offers a maximum of the things that go to make a pleasant household life. This is more important in the country than the city because the country family is forced by circumstance to seek much of its recreation at home rather than at movies, clubs or community houses.

The need for plenty of room, but not at the expense of privacy, is well taken care of here in LIFE's country house, designed by New York Architect Edward D. Stone. It is planned for a plot of at least an acre and a half and for an upper middle-income family of two parents and three children. It makes as economical use of space as the two smaller houses do, but its layout is more flexible. Its library-guest room can be used either for visitors or as a parental retreat from a living room full of boisterous kids. In addition the house will accommodate families of entirely different com-



picture shows the many-windowed south side of the house, designed to take advantage of the view and sun. In summer the overhanging roof shades the rooms from the midday sun's direct rays; in winter when the sun is lower in the sky,

its light floods directly in to warm the rooms. Awning-type windows, opening outward, provide ventilation yet keep rain from blowing in. Gray-stained siding contrasts with roof painted white to reflect the sun's rays and reduce heat inside.

THE COUNTRY IS THE LARGEST, MOST LUXURIOUS

position. The upstairs rooms could be used for a mother-in-law or an invalid and nurse. Or the lower floor could be used to board a married son or daughter with two children.

In his design Architect Stone has accomplished two important things. He has created a house which, like those of Architects Belluschi and Schweikher, is modern in the use of multiple-purpose rooms and big windows. At the same time it is particularly successful in achieving an overall appearance which will not startle conservative neighbors. Secondly he has given the interior of a very open house a cozy, intimate feeling by using warm colors, natural-wood finishes and big stone fireplaces. All these things add up to make this LIFE's most expensive house. It would cost about \$25,000 plus several thousand dollars more for plot and landscaping—beyond the reach of many Americans. Nevertheless its sound planning and fine design could well influence homes of more modest size and cost.



KITCHEN is a bright, uncluttered room with built-in storage cabinets and a refrigerator recessed in the wall. Laundry equipment is in foreground against range. Dining space and stairs to the upper floor are visible through door (background).

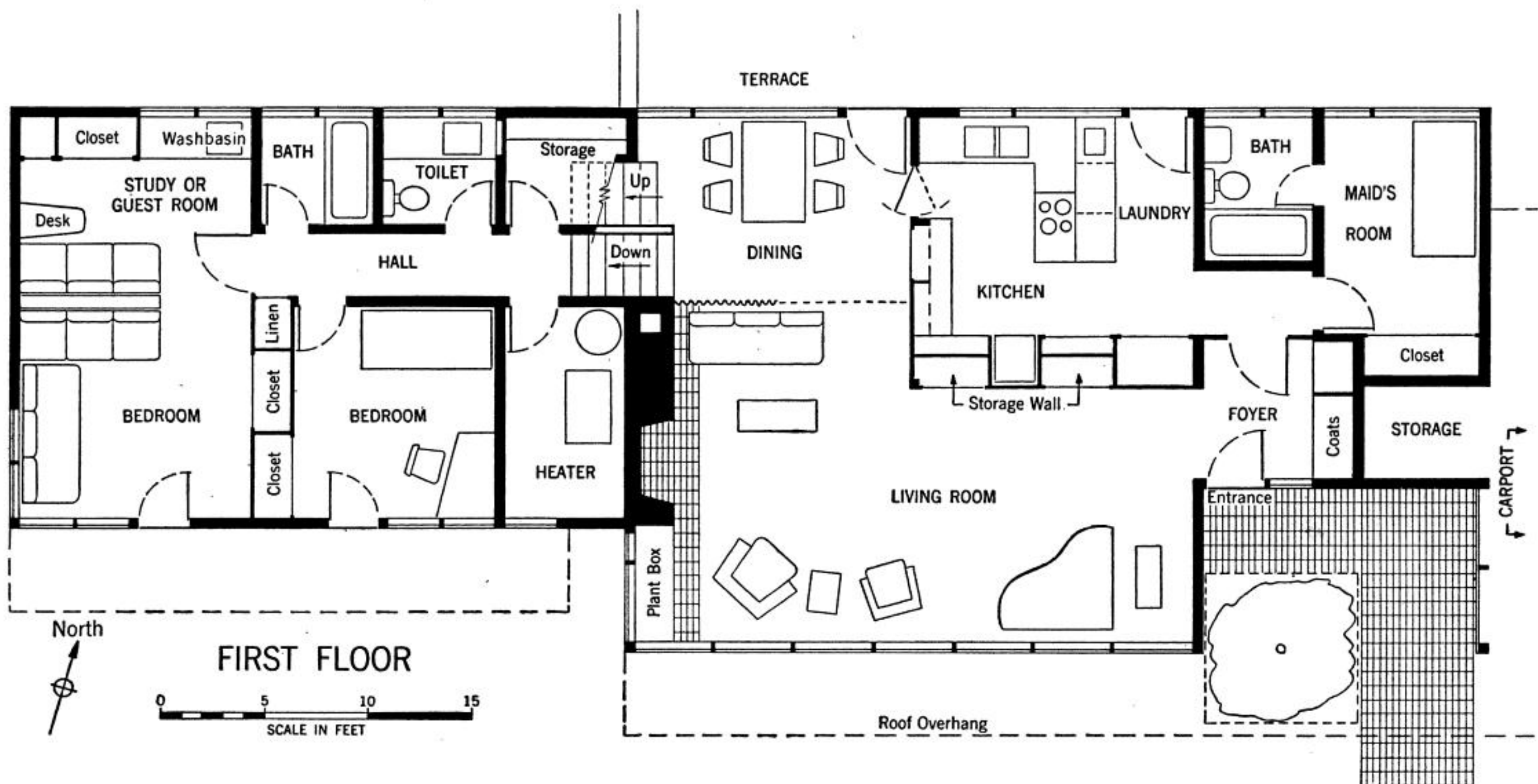
CONTINUED ON NEXT PAGE



BIG LIVING ROOM (above), 25 feet long, has windows all along one side. Library is seen through opening above fireplace. Storage wall at right holds games, card tables. Opposite side of storage wall contains cabinets opening into kitchen.

DINING SPACE (below, background) is alcove off living room. Door leads outside to terrace. Folding partition (right of fireplace) closes off dining room. Combined rooms cover 472 square feet—ample for big parties, ping pong or dancing.





MAIN FLOOR and lower floor of the bedroom wing appear in this plan. The large bedroom (left) is partially divided by two back-to-back sofa beds. Bathroom is split into two sections. This arrangement, combined with the washbasin in-

stalled in the bedroom, takes care of rush-hour traffic. Furnace is installed in small room next to chimney. Maid's room (right) forms a small separate suite. Only the edge of the carport shown on page 89 appears on this plan (far right).

PLAN OF COUNTRY HOUSE HOLDS LESSONS FOR ALL HOUSES

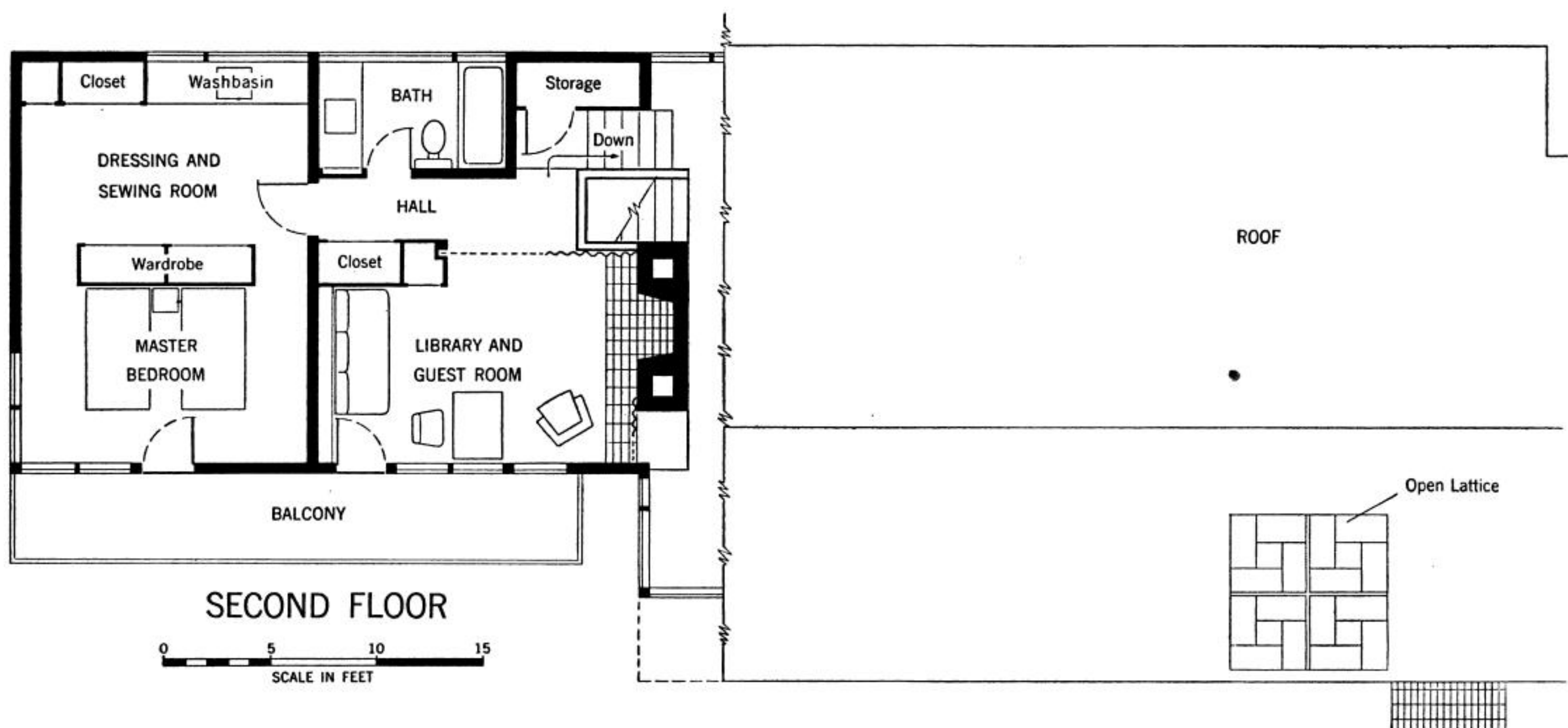
The floor plans at the top and bottom of this page set forth in detail the room arrangement of LIFE's country house. But they also reveal a number of important basic facts about house-planning in general.

For example, dividing the house into a two-story (left) and a one-story (right) section has several advantages. First, it makes the house somewhat easier to adapt to sloping land because the two-story section may be moved up

or down in relation to the rest of the house to fit the ground contour. Second, the large living room, with its long ceiling spans, can be more cheaply constructed if there is no second story to be supported above. On the other hand the smaller rooms can be most efficiently built and heated one on top of each other. Also, the bathrooms and bedrooms may be reached by short half-lengths of stairs.

Although this is already a large house Archi-

tect Stone has made it seem even larger by the high ceiling in the living room and the use of two space-saving devices: storage walls (LIFE, Jan. 22, 1945) between the two downstairs bedrooms and the living room and kitchen, and multiple-use bedrooms. The bedrooms especially, by having a second use as sitting rooms, studies or for guests, give people in the house a variety of places in which to spread out and get away from each other—a boon to a big family.



SECOND-FLOOR ROOMS are directly over the bedrooms shown in the plan at top of page. Roof at right covers living room, dining room and kitchen and maid's room and extends to form the carport. Square of latticework lets sunlight

through to plants around the front door. Master bedroom (left) is divided in two by a built-in wardrobe. Dressing area can also be used as sewing or sitting room. The house is radiantly heated (LIFE, Jan. 21, 1946) by pipes imbedded in ceilings.

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On fastest flights of leading

Luxurious ladies' lounge assures privacy
... every modern convenience

Streamlined buffet for tempting hot dishes
... crisp salads ... icy desserts

Men's lounge accommodates seven ... stain-
less steel fixtures ... lighted mirrors

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cargo containers save time at airports

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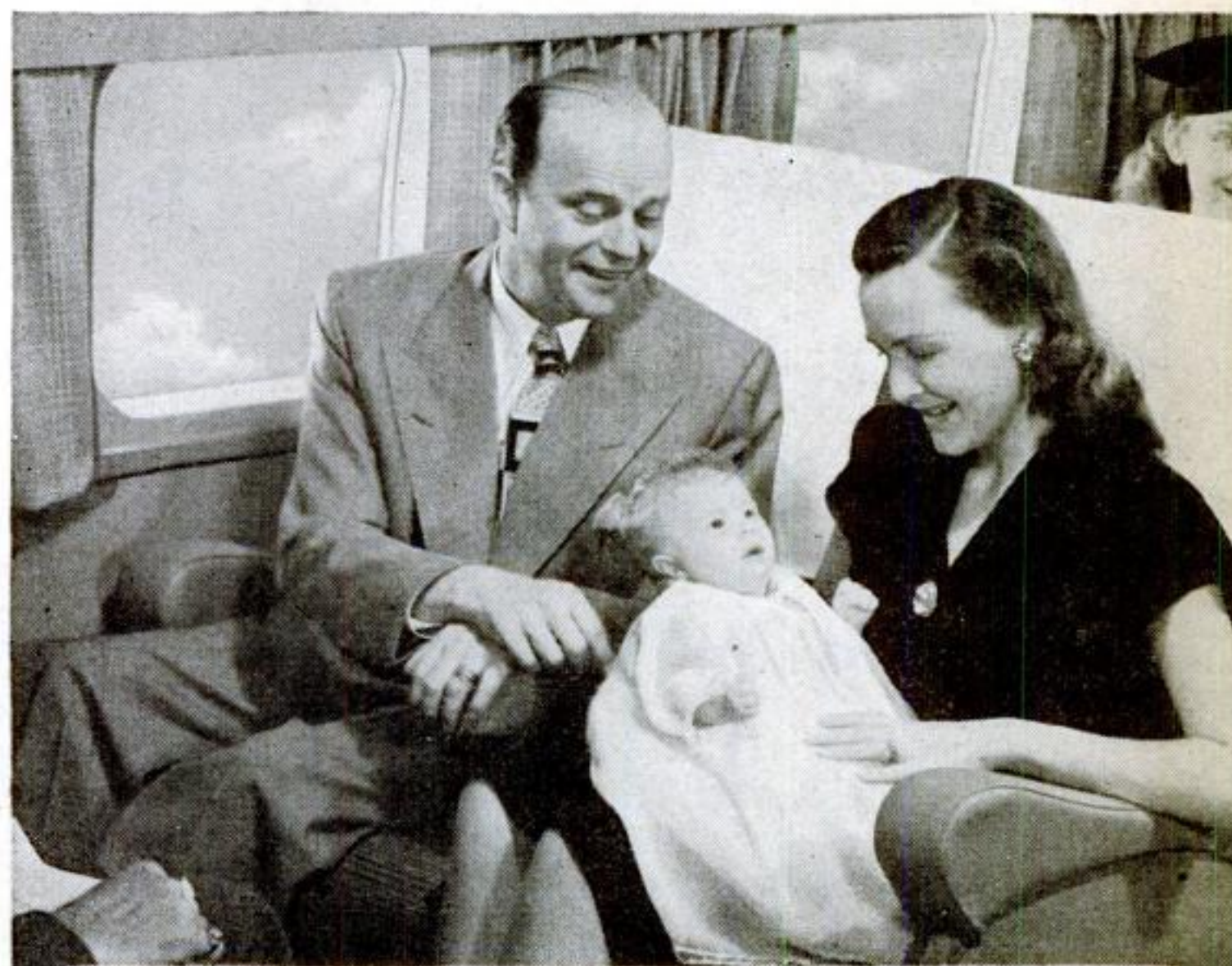
Day or night—the *Altimatic Cabin*

of the DC-6 brings you a brand new conception of flying comfort. It is sound-proofed for superb quiet...cooled or radiant-heated with *fresh* air on the ground or in flight...*automatically* altitude-conditioned from sea-level up to 30,000 feet.

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What's the secret of real shaving comfort?

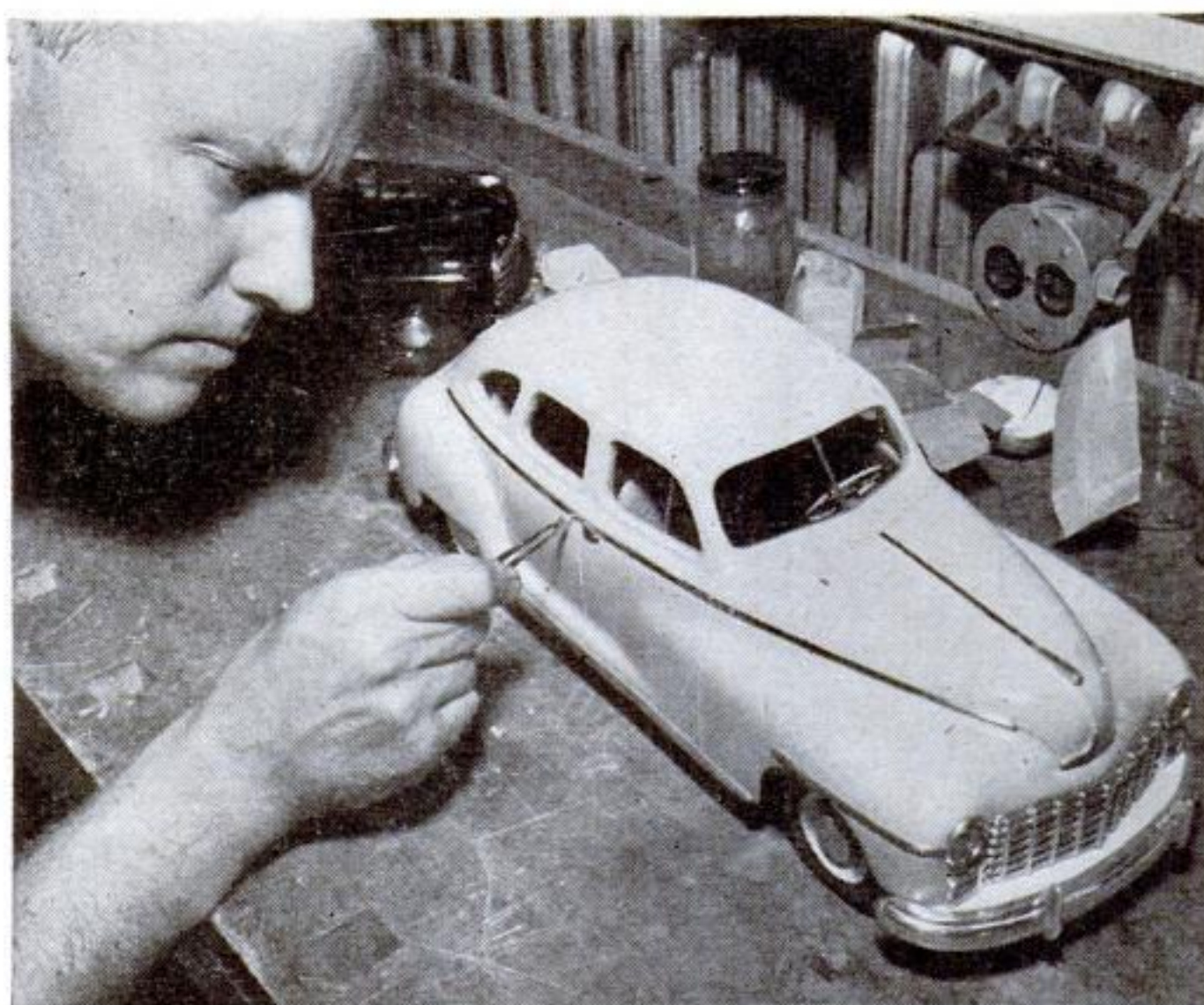
THE SHAVE IS
BETTER
WHEN
THE LATHER STAYS
WETTER

Yes, the **WETTER** the lather the **BETTER** the shave. A quick-drying lather dries out on your face—causes sting and burn. What you want is a rich, creamy **EXTRA MOIST** lather...the lather you get with Lifebuoy Shaving Cream...a lather that **STAYS MOIST**, keeps your beard soft and gives you **CLEANER, SMOOTHER** shaves even with cold water or a used blade.

TRY
LIFEBUOY SHAVING CREAM
WITH STAY-MOIST LATHER



LIFE'S HOUSES CONTINUED



MODEL-MAKER FITS DOOR HANDLE TO 16-INCH MODEL OF DODGE SEDAN

HOW MODELS WERE BUILT

LIFE's model-builders, Devon Dennett of New York City and Theodore Conrad of Jersey City, N.J., and their assistants spent more than 8,600 manhours building the houses, automobiles and scenery shown on the preceding 15 pages. Experts have pronounced them among the most perfect models ever constructed. Everything was made on a scale of one inch to one foot. Minute kitchen utensils were turned from rods of brass on a lathe; pieces of cleansing tissue were used for window curtains; bits of velvet became deep-pile rugs; glass beads were made into perfume bottles; plastic tubing was cut to make glassware. The lights in the suburban house are pencil-thin cold-cathode tubes and tiny radio panel lights. During the weeks of photography a three-man crew kept busy straightening tiny pictures, moving furniture with tweezers, dusting floors with artist's brushes and watering the plants with a teaspoon.

WE AGREE



... the scalp is the basis of hair health

If your hair is dry, thin or oily, your scalp may not be functioning normally... and your hair may be paying the penalty!

NORMALIZE—NOW!

Help to open those clogged hair follicles so your scalp can function more normally! Massage a few drops of Fitch's Ideal into your scalp every day to relieve itchy scalp and help remove dandruff. Fitch's Ideal combines with the natural oils to give hair that lustrous, well-groomed look.



Fitch's
IDEAL
HAIR
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KEEP THIS
HAIR FOLLICLE OPEN

AND GIVE YOUR
HAIR A CHANCE

*He's
Aces!*

A skillful fellow who takes pride in his work is your local radio service dealer. His trained hands will keep your set going strong. Leave it to him to do the job you need—to do it well and at a fair price. Chances are he will recommend Sylvania radio tubes, because it's his business to know and use the best equipment. There are no finer tubes made!



SYLVANIA
RADIO
TUBES

Product of Sylvania
Electric Products Inc.



MAZE OF LIGHTS and switches were used in studio to achieve the realistic effect of sunlight streaming into rooms of model houses. Here Photographer Eric Schaal sets camera to take the two pictures shown at bottom of page 87. Houses had to be assembled and disassembled many times during photography.



Pick these Style Winners for
the Kentucky Derby

Tan and white is right for spring,
 and there's an extra margin of comfort
 in Jarman's newest authentic designs

Leading Styles of the Style Leaders



LEFT: Style 5503.
 Jarman's newest deluxe
 tan and white wing tip.

CENTER: Style 5593.
 Handsome tan and white,
 hand-sewn "Moc-San."

RIGHT: Style 5504.
 Wing tip in snow white
 buck and rich tan calf.

JARMAN SHOE COMPANY • DIV. OF GENERAL SHOE CORP. • NASHVILLE, TENN.

Jarman
 SHOES FOR MEN

Post time, Derby Day, 1947... classic Churchill Downs... favorites... blue grass... celebrities, style leaders. And, of course, the leading styles of the style leaders — colorful new Jarman's for Spring and Summer. Yes, Jarman patterns are designed specifically to meet the unqualified approval of the style leaders... so you, in turn, are fully confident you're right in style in your Jarman's — at the Derby, the office, or on the avenue. And when you add that reassuring feeling of comfort and ease of action you get from Jarman's exclusive *friendliness of fit*... and that deep pride in owning a shoe of quality leathers fashioned by the hands of experts, you know that Jarman's are your favorites, too. Visit your Jarman dealer for your pair today.

Symbol of "friendliness of fit," this distinctive shoe horn can be purchased from your Jarman dealer. Ten inches in length, finished in gleaming 24-karat gold, with plastic handle and golden cord.

IT'S THE

Golden Touch

So simple - - and so delicious! Next time you're making drinks, make them with Don Q. For in cocktails, highballs, old-fashioned and sours, Don Q gives the extra touch of incomparable flavor. It's that "Golden Touch" that makes your favorite drinks even better tasting.

DON Q

86 Proof



Alice in Wonderland

Lewis Carroll's story makes a charming play with Bambi Linn as heroine

In New York on the stage of The American Repertory Theatre the famous adventures of the girl who went through wonderland are being charmingly enacted with a full population of talking rabbits, grinning cats and bellying queens. The scenery of this dramatization of *Alice in Wonderland* looks just like the original Tenniel illustrations, and Alice, as played by Bambi Linn (cover and

above), looks just the way Lewis Carroll's Alice should look. She also acts the way Alice should. Carroll was a professor of mathematics and this is reflected in the character he created. For what makes Alice one of the great heroines of fiction is not that she is whimsical or imaginative but that she is a realistic person who remains superbly logical even in a land of fantastic nonsense.



AT THE MAD TEA PARTY Alice carries on a fantastic conversation with the March Hare, the drowsy Dormouse and the Hatter (right). "Have some wine," says the March Hare. "I don't see any wine," says Alice. "There

isn't any," says the Hare. "Then it wasn't very civil of you to offer it," says Alice. "It wasn't very civil of you to sit down without being invited," says the Hare. "Your hair wants cutting," concludes the Hatter, pointing at Alice.



AT THE QUEEN'S CROQUET GROUND Alice and the White Rabbit watch the Queen of Hearts (center, right) preparing to whack a ball through the wicket. "Alice thought she had never seen such a curious croquet ground



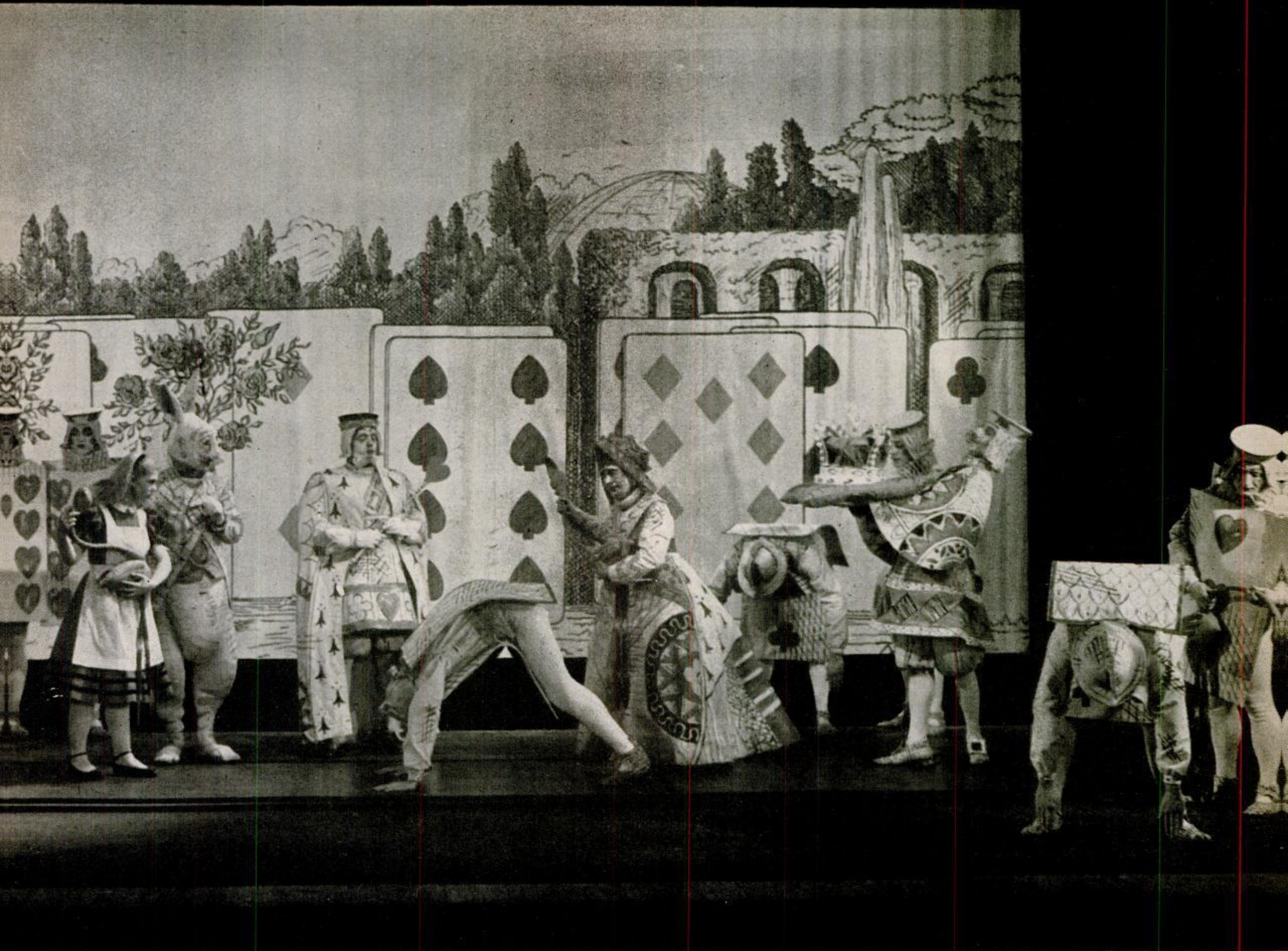
UNDER A MUSHROOM Alice watches the Fish-Footman hand a letter to the Frog-Footman, asking the Duchess to the Queen's croquet party. Smoking a hookah atop the mushroom is a caterpillar, who gives Alice good advice.



THE MOCK TURTLE explains tearfully to Alice that he is the unfortunate creature out of which mock turtle soup is made, and sings a melancholy ditty, "Soup of the evening, beautiful soup." His solicitous friend is the Gryphon.



THE CHESHIRE CAT appears mysteriously in a tree and grins down at Alice. "Would you tell me, please," asks Alice, "which way I ought to go from here?" "That depends a good deal on where you want to get to," says the Cat. "I



in her life," wrote Lewis Carroll. "... The croquet balls were live hedgehogs, and the mallets live flamingoes, and the soldiers had to double themselves up and stand on their hands and feet to make the arches. The chief difficulty

Alice found at first was in managing her flamingo... it would twist itself around and look up in her face with such a puzzled expression that she could not help bursting out laughing... The doubled-up soldiers were always getting

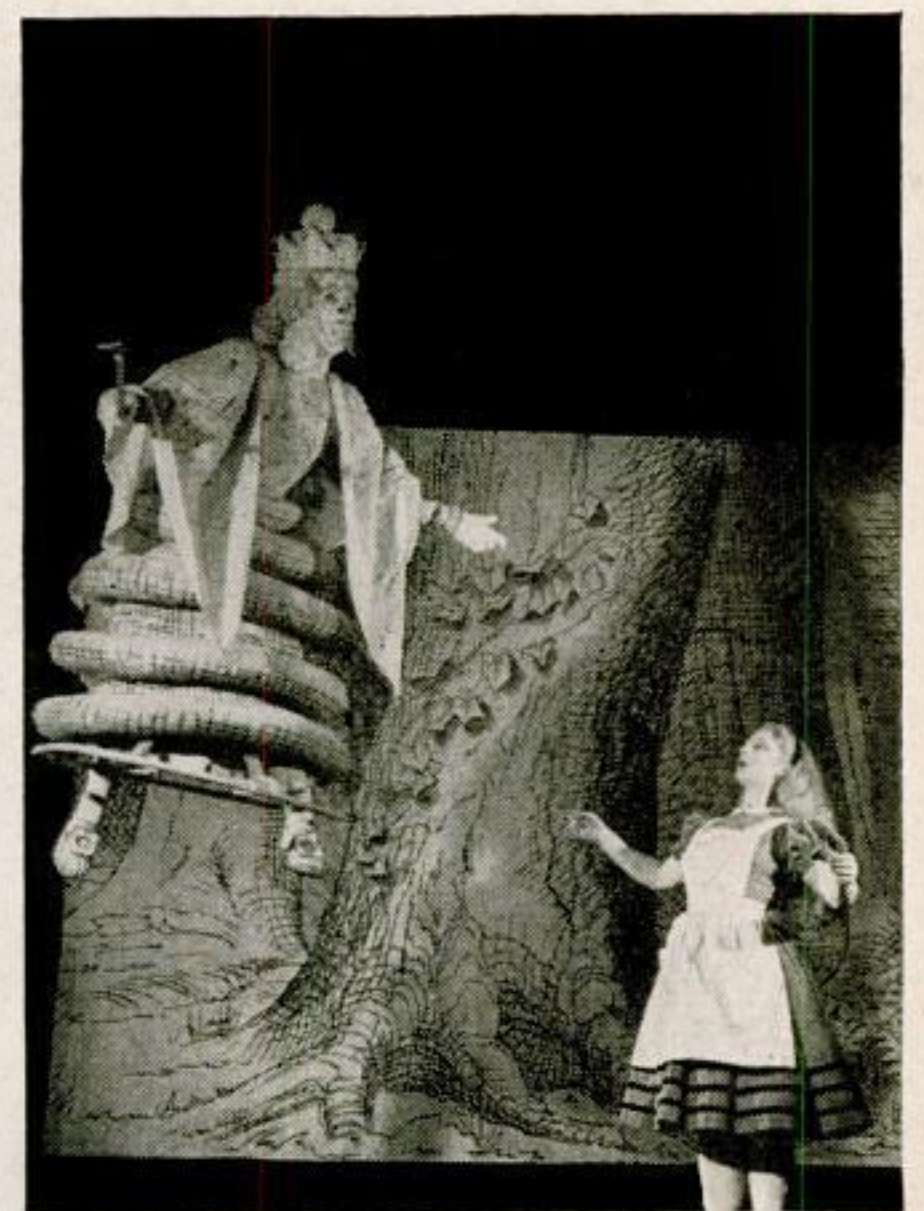
up and walking off to other parts of the ground... The players all played at once without waiting for turns, quarreling all the while... the Queen was in a furious passion, and went stamping about shouting, 'Off with his head!'"



don't much care where... But I don't want to go among mad people," Alice remarked. "Oh, you can't help that," says the Cat, "we're all mad here." Then he vanishes gradually until there is nothing left of him but his grin.



TWEEDLEDUM and Tweedledee recite for Alice the sad tale of the Walrus and the Carpenter (*background*), who invited some innocent oysters for a walk along the seashore and then, weeping as they ate, devoured every last one.



THE WHITE QUEEN (Eva Le Gallienne) sails through the air and lands close to Alice, mumbling, "bread and butter." With great dignity Alice straightens the shawl of the Queen, tidies her hair and generally comforts her.



THE END OF THE ADVENTURE finds Alice cuddled in her chair. In her dream she has been crowned a queen and is angry with the Red Queen. But at this moment she wakes up to find the Queen was only her cat and she is a little girl again back in her own room, beneath the mirror through which she had stepped into wonderland.

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Beauty that endures

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Amsterdam, N. Y.



ILLUSTRATED...THE DISTINGUISHED MOHAWK EMBOSSED BRADLEE!

Beauty for all upstairs—when you use Mohawk wall-to-wall carpeting! Mohawk Foundation Colors are in tune with each other and with fashionable decorating shades, including the basic home furnishing (BHF) colors.

DAWN GRAY in your master bedroom... a wonderful setting for rich reds, or for strong blues and greens.

APPLE GREEN in your guest room is colorful, cheerful... lovely with pale yellows, with deep browns and mauves.

WINE in your daughter's room has the luxury-look a girl loves! Combines beautifully with soft blues and light neutral shades.



Wine



Blue



Maple Tan



Apple Green



Dawn Grey



Mauve



Old Boston Craftsmanship



Yesterday and Today



Needle-point fabric reproduction of original oil painting, "Old State House,"
by Marston, Circa 1801

For three centuries, craftsmanship has been a famed tradition of Old Boston. In years gone by, the fine silver, distinctive furniture and exquisite needle-point — handwrought in historic Boston — proudly reflected the richness of man's skill. Today, this tradition of craftsmanship lives anew . . . truly perpetuated in the matchless quality of Old Mr. Boston Fine Liquors!



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*Importer and Distiller of
thirty-three fine whiskeys, gins, brandies, rums and liqueurs*

Old Mr. Boston Sloe Gin, 60 proof; Bronze Label Blended Whiskey, 70% grain neutral spirits, 86 proof; Imported Rum, 86 proof; Distilled Dry Gin, distilled from 100% grain neutral spirits, 90 proof; Rocking Chair Blended Whiskey, 75% grain neutral spirits, 86 proof; Mint Flavored Gin and Blackberry Flavored Brandy, 70 proof. Berke Brothers Distilleries Inc., Boston, Mass.



Extra Large Broiler

Giant 18-in. Oven

holds 20-lb. turkey. So big . . . so perfect in heat control, it bakes four 10-in. pies or 8 loaves of bread at one time to an even golden brown. Pre-heats to 400° in 8 min. Automatic oven regulator. Automatic oven light.

6 in. deep. Flame-Ray principle scientifically applies heat rays for tender, juicy results. Non-spatter, non-smoke broiler pan. Removable. Easy to clean.

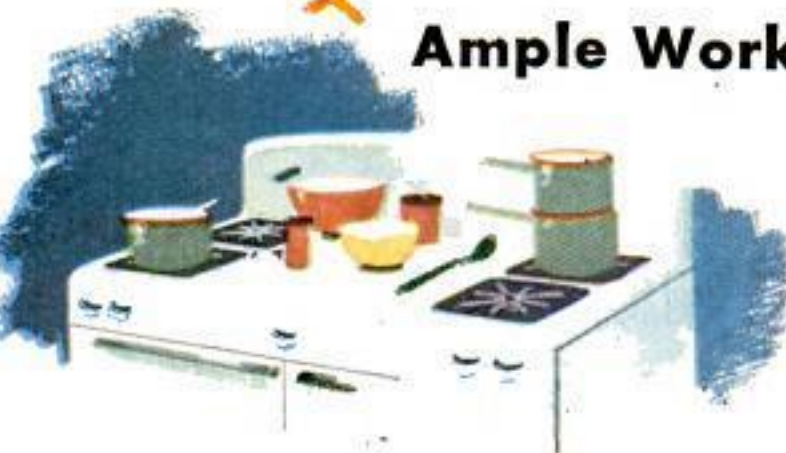
TAKE A COOK'S TOUR...

EVERYTHING you want for a lot less money!

This big new Kalamazoo Gas Range has *everything* you could ask for—size, quality, beauty—with *all* of the fine features ordinarily found only in the highest priced ranges . . . twenty-six in all. And it's *moderately* priced. Remember that as you read this page.

KALAMAZOO STOVE & FURNACE CO., 564 Rochester Ave., Kalamazoo 6, Mich.

Ample Work Space—Divided Top

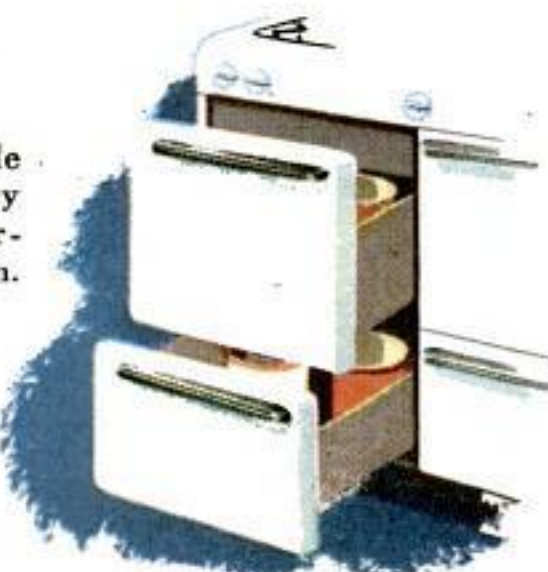


Plenty of clear space in the center provides a generous work-top for making gravies, mixing, etc., without having to reach over hot burners.

Roomy Storage

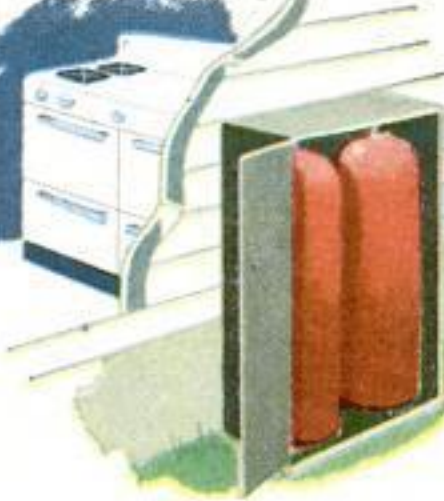


2 big storage drawers provide plenty of room for all necessary utensils. Save steps. Finger-touch roller-bearing action.



Uses Any Gas

Built for most efficient use of bottled gas, the low-cost, time-saving fuel that gives you clean, controlled heat instantly. Also burns manufactured or natural gas. Easy-cleaning, thrift burners give 100 different degrees of heat.



Easy-Cleaning Uniflow Top



Not a crack or dirt-catching crevice. Just one single unit with beautiful china-white porcelain enamel from top of splasher back to oven door. All rounded corners . . . Grates and burner bowls slip right in dishpan.



completely new

KALAMAZOO

gas range



ELECTRIC RANGES



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HOME APPLIANCES BY

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QUALITY LEADERS SINCE 1901



REFRIGERATORS



FURNACES



AFTER LONG DAY IN COTTON MILL LANCASHIRE MOTHER, ON WAY TO SHOPPING QUEUE, PASSES SIGN URGING MORE EFFORT

BRITAIN IN CRISIS

A TIRED PEOPLE BATTLES INEFFICIENCY, POVERTY AND PLAIN BAD LUCK

PHOTOGRAPHS FOR LIFE BY N. R. FARBMAN & PAT ENGLISH

Last winter, through the storms, blizzards and floods, a new and disturbing picture of Great Britain began to appear. With an almost fearful suddenness England's Labor Government as well as her people discovered that the proud Empire of old was a weary and battered nation, struggling for existence.

It was no temporary crisis. Winter had merely exposed it. Now that spring has come the new picture of Britain is clear. Her extreme poverty, her hunger, her industrial anemia are starkly apparent. Great Britain is no longer a first-rank world power.

No longer is Britain the financial center of the world. No longer is she the great processor, with raw materials

flowing in from the Empire and finished products pouring out. Now even the island's natural resources are dwindling, in the worked-out coal pits of Wales, the flooded wheat fields of Yorkshire and the depleted sheep runs of the North Counties. Even the famed U.S. loan to England is fast disappearing. Because of the high prices of world trade, the \$3,750,000,000 loan is melting away at the frightening rate of \$4 million per day.

But in Britain today there is one bright note of encouragement. It is discussed by TIME-LIFE Senior Correspondent John Osborne, whose report follows the photographic essay on these eight pages. What can save England now is what got her through the war: her stubborn, indomitable spirit.



THE RED TAPE that now entwines England is dramatized by this complicated rationing directory in London's

Caxton Hall, which houses the Food and National Registration offices for the City of Westminster. These puzzled

children wait while their nurse tries to find the correct place to go for rations of orange juice and cod-liver oil.



HOUSING IN BRITAIN IS GRIMY, CROWDED, INADEQUATE. THESE ARE CENTURY-OLD HOMES OF COTTON-SPINNERS AT SHAW, ON THE EDGE OF YORKSHIRE MOORS

PRIVATION

EVERYBODY IN BRITAIN MUST SHARE THE MISERY

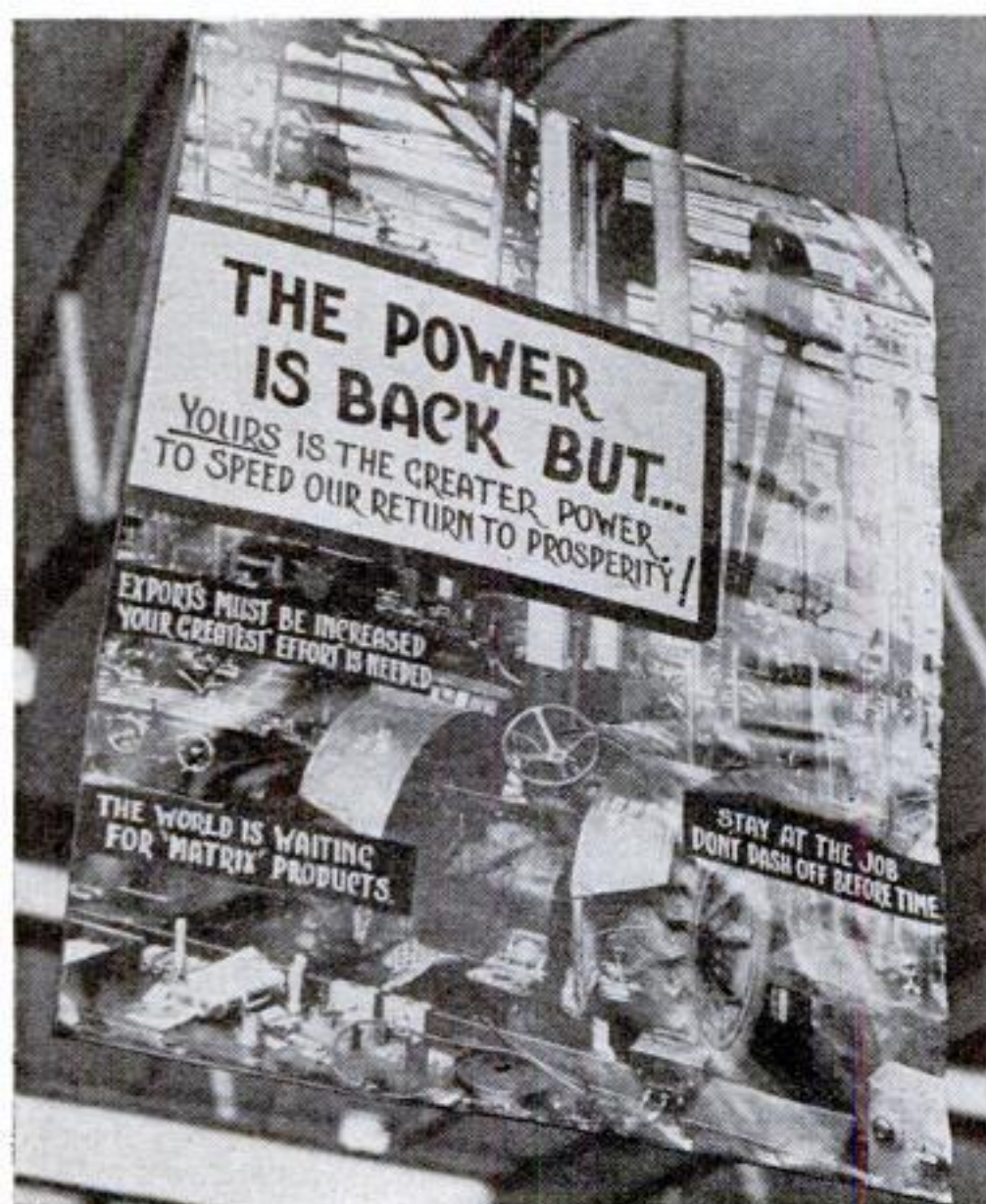
During the war the British had envisioned a brave new peacetime England. Instead wartime austerity has become peacetime privation. Thanks in part to the long hiatus in consumer and export production and the winter's savage storms, Britons are sharing the misery rather than the fruits of peace.

Monopoly markets are gone and rationing now covers everyone from the cradle to death's door. There are special rations for expectant mothers, for invalids, even for chickens. Only expensive

rarities such as goose eggs (*lower right*) are exempt.

Like consumer goods, housing is short. The war cost Britain 2 million houses which could not be built as well as 200,000 bombed out. Thousands of families are jammed together in unsanitary dwellings dating from the early 1800s (*above*).

But so far the grumbling against the Labor Government has been well-mannered, humorous. This is reflected in pub signs which read, "No beer, no ale, no stout. You got 'em in, now you get 'em out."



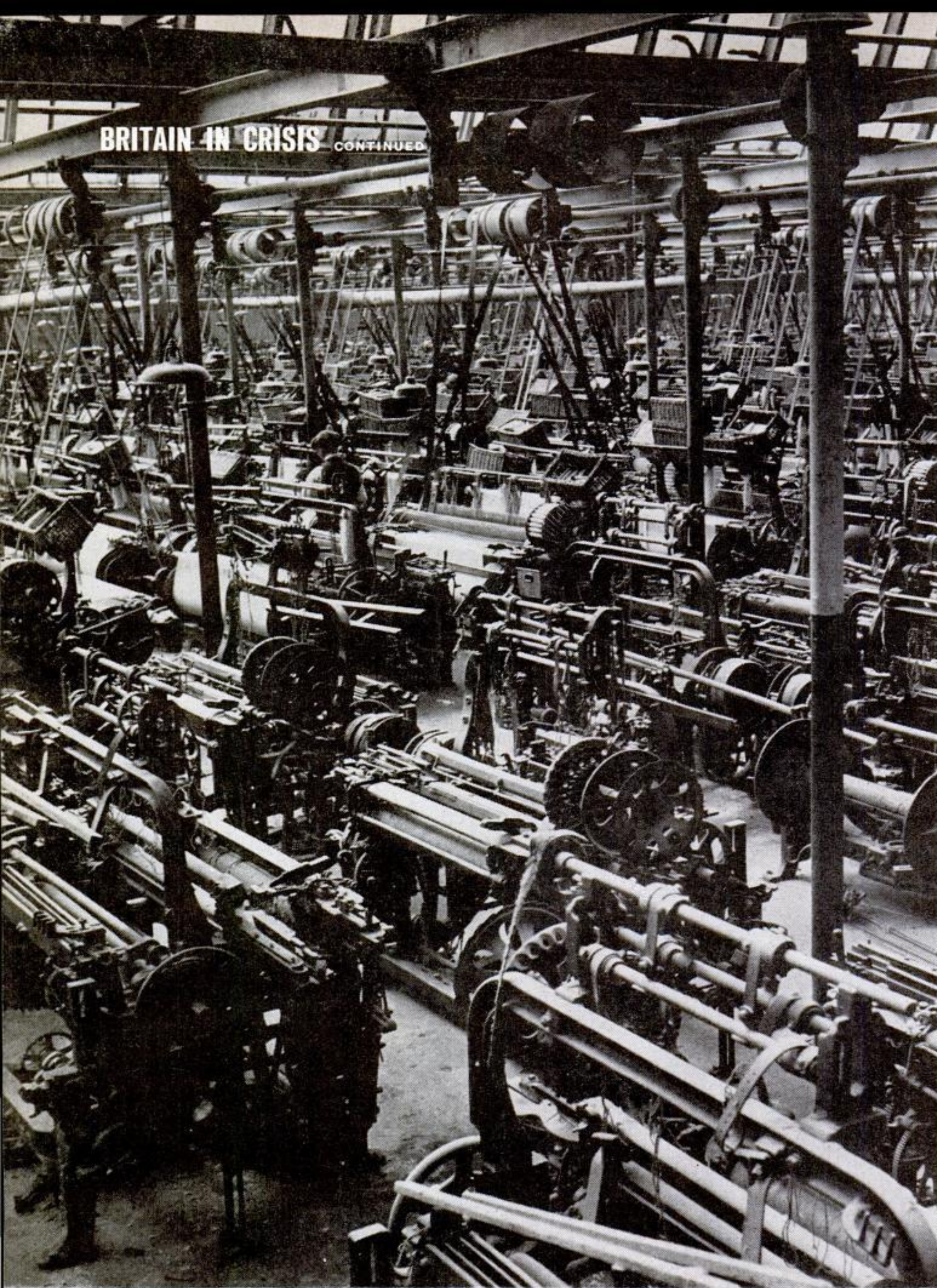
HARD WORK has become watchword of both private industry and government. This sign is in a Coventry factory.



OPPOSITION to further nationalization is expressed in posters put up by Tories. The horse would not be affected.



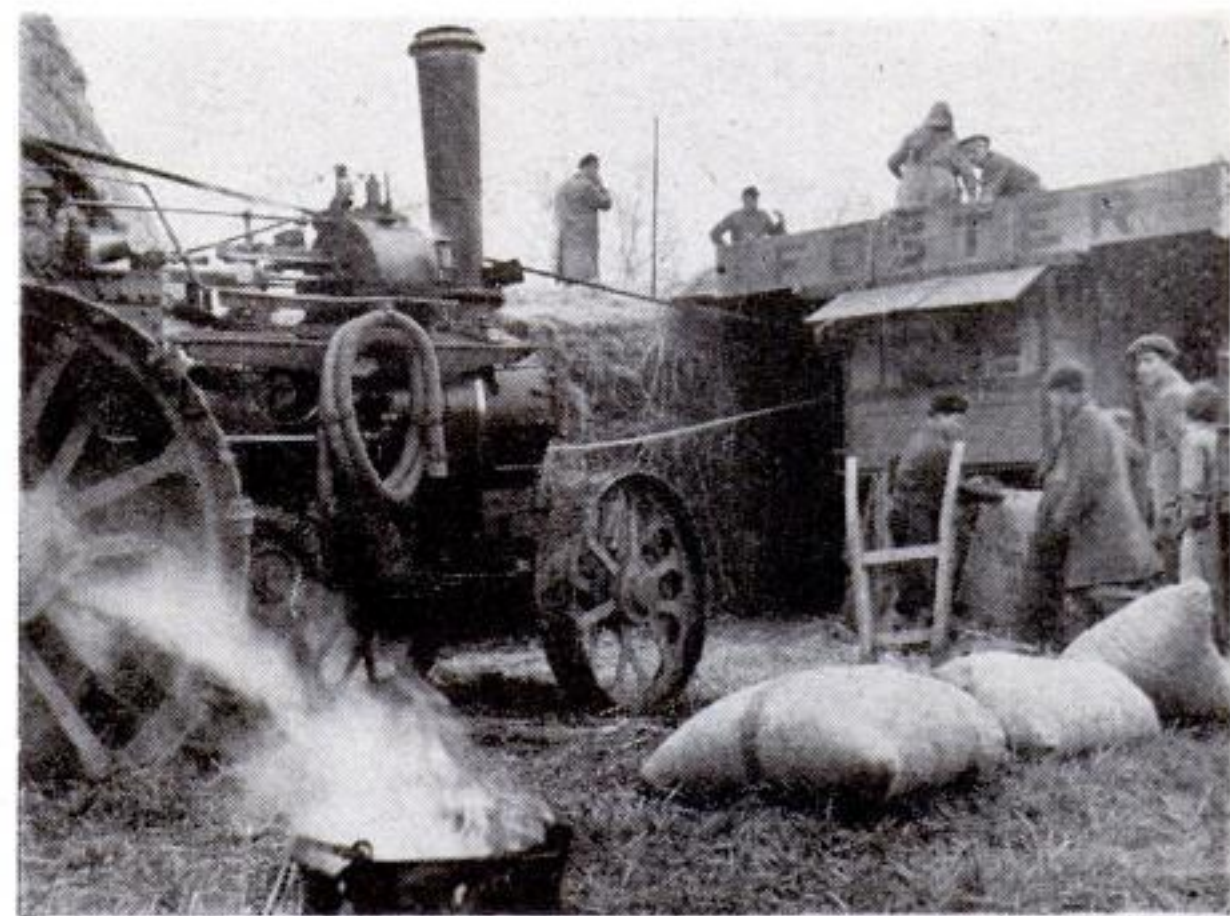
GOOSE EGGS bring staggering sum of 53¢ each because they are unrationed. Rationed goods are still reasonable.



FIFTY-YEAR-OLD LOOMS in Nunroyd wool mills in Yorkshire are slow and inefficient. Overhead shafts cause mass breakdowns. The mill's management is replacing them as fast as new ones are available.



POLISH EX-SOLDIERS, who fought with British during war, are now being recruited to relieve the manpower shortages in Welsh and Derbyshire coal mines. Here they listen to a lecture on mine layout.



CUMBERSOME STEAM THRESHER TAKES 18-MAN OPERATING FORCE

OBSOLESCENCE

MACHINES AND MEN ARE WORN

Like the one-horse shay many of Britain's industrial plants have been worn down to the point of powdery disintegration. Equipment in textile and other consumer-goods industries is old, rusty and obsolescent (*left*). Railroads, long inadequate, are showing the effects of wartime overwork. During the blizzards transport broke down completely. The output of steel almost reached 12,750,000 ingot tons last year, but that was not sufficient for export and replacement needs.

No one dares guess how long it will take to streamline and modernize all of British industry, although a fair start has been made in the engineering, pottery and automobile plants. Whether it can be done at all depends on one thing—coal. And coal production itself is handicapped by antiquated machinery and an old, tired labor force.

Under nationalization some progress has been made. But the government has not convinced its unions that a strike in a socialized industry is a strike against the workers. Unless it can, Britain may miss its 1947 target of 200 million tons of coal. Despite a manpower shortage of 400,000 in textiles alone, many British unions also have opposed recruiting of foreign help (*left, below*).



BURNING SCRAP RUBBER for fuel, as in these textile-mill furnaces, has served to keep some major mills running when short of coal.



MINERS COME UP from gloomy depths of old Ty Trist colliery in Wales. Some of them have walked 3 miles from coal face to shaft, must now walk home to bathe. Ty

Trist means "House of Weeping." Here as in other mining towns the old British tradition of father-and-son miners is disappearing. Fathers are telling sons to look for better work.



UNDESIRABLE EXPORT is people. Daily 400 to 600 fed-up Britons ask at Australia House about Australian opportunities. Emigrations will increase the manpower shortage.



COTTON YARN from Manchester area mill is slated for Holland. Mills need help and new machines, cannot produce enough for export and to clothe shabby Britons, as well.

EXPORTS

THEY ARE AN ESSENTIAL

Britain has never been and can never be self-sufficient. "Export or die" has become more than a mere slogan, yet as the result of wartime impoverishment much production must be kept at home. At the end of last year, by great sacrifice, Britons pushed exports 11% above 1938. This year the jump must be 40% if Britain is to balance the rate of im-

port expansion and get essential foods and materials.

In some fields, such as pottery (*opposite page*), the outlook is bright. But textiles and automobiles (*above, right and below, left*) now suffer from coal-crisis losses, and Britain's healthy shipbuilding industry will not remain healthy long if merchant vessels cannot depart from island ports with full cargoes.



AUTOMOBILES gave the export drive its early impetus, but power shortages put the Austin mass-production plant (*above*) on a three-day week, cost nearly 8,000 vehicles.



MERCHANT MARINE has to be restored for export trade. Here two new ships are afloat at Glasgow where the 30,000-ton *Caronia* (*lower right*) is being built for Cunard.



WEDGWOOD CHINAWARE is one of Britain's most profitable exports, with 42% of total output going to the U.S. Shown here are the familiar cathedral, London and

flower designs (*front-tray*); a consignment from the new Barlaston plant for Marshall Field (*center*), and a plain but crisp design marked for Macy's in New York (*back tray*).



LUCKY LITTLE LONDONERS ARE IRENE COOK, 2½ (LEFT), AND HER SISTER VALERIE, 5 (EXTREME RIGHT), WITH PLAYMATE IN YARD OF THEIR NEW "PREFAB" HOME

REBUILDING IT IS STARTING SLOWLY

Out of the sere stubble of war and economic dislocation have come a few clumps of green grass. One of these is housing. Although the government has made little more than a beginning, about 100,000 temporary and 60,000 permanent homes have been built since the war.

A typical example is the four-room prefabricat-

ed cottage shown above, set up against the background of a bombed-out wall. The cottage, owned by Mrs. Florence Cook, wife of a scaffolder, has electric wiring, tiled bathroom and refrigerator and is luxurious by old British standards. But even construction of such modest homes as this must await solution of Britain's other, more pressing problems.

[CONTINUED ON PAGE 114](#)



**Every Quest-shon Mark brassiere
keeps its form — and yours
lastingly beautiful**

You're figure-perfect in a Quest-shon Mark! No other bra uplifts, separates, sculpts your bustline so beautifully. The secret is Quest-shon Mark's ingenious design. Through countless washings, endless wear, Quest-shon Mark keeps its lovely shape — and yours. Its custom-made high-count Avon satin has over 400 threads to the inch and is twice as strong as ordinary satin. This superiority, coupled with fine and detailed single needle-work, makes every Quest-shon Mark brassiere very pleasing to eye . . . very smart to buy.

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No. 614
\$1.50



No. 651
\$1.75



No. 706
\$2.00



Strapless
wired bra
\$7.50



CHANCELLOR OF EXCHEQUER Hugh Dalton poses before portrait of First Earl of Godolphin, who was the Lord High Treasurer to Queen Anne. Dalton last week presented the Labor party's new budget. Some income taxes are lowered, but cigarets are so heavily taxed that they now cost 67¢ a pack.

BRITAIN'S SPIRIT DESPITE STAGGERING TROUBLES IT HAS NOT YET BEEN CRUSHED

by **JOHN OSBORNE**

TIME-LIFE Senior Correspondent for the British Isles LONDON

After 15 months in postwar Britain, including a month just passed in the Midlands and the Northern Counties which are this island's industrial core, I know that Britons are still wonderful, still unpredictable, still unconquered. But Britons cannot win through their troubles without a larger loss of well-being at home and a greater loss of stature abroad than they have yet suffered. Already the biggest world debtor in history, Britain in 1947 will have to borrow more than she can afford—in order to buy less than she needs—to struggle through the year. The British Labor Government so far has failed to do all that a British government must do if the country is even to begin a recovery. Caught between an economic crisis and an avowed program of improved working conditions and better social services, the government has been dogged, comparatively well disciplined, but dull. Prime Minister Clement Attlee has provided not the faintest spark of personalized leadership, although one of his ablest colleagues, Chancellor of the Exchequer Hugh Dalton, has just presented a budget widely acclaimed as the first to be balanced since 1937. Closer inspection, however, showed that a "revenue surplus" was primarily windfall money from tax repayments and sale of war goods, and that the balance would not have been attained if the budget had included surplus expenditures of £430 million for war-damage payments, excess-profits tax refunds and repayment of postwar credits. Bluntly Dalton warned that Canadian and U.S. dollar loans were rapidly being used up, and he announced a staggering 50% rise in excise taxes on imported tobacco. Britons groaned at Dalton's "tobacco budget," but in this and in other matters so far they have failed to grasp the fullness of their trouble and the measure of what they must do and what they must do without. Britain's problems in the larger sense are world problems, but they must be worked out on the foundation of a people of whom Mr. Robert Boothby, a Conservative member of Parliament, recently wrote, "We are 'blitzed,' run-down, cold, hungry and exhausted. Our people have had to endure hardship, privation,

CONTINUED ON PAGE 115

"Let's have Sandwiches

**...WITH THAT
FRENCH'S FLAVOR!"**



LARGEST SELLING PREPARED MUSTARD IN THE U. S. A. . . . Also made in Canada

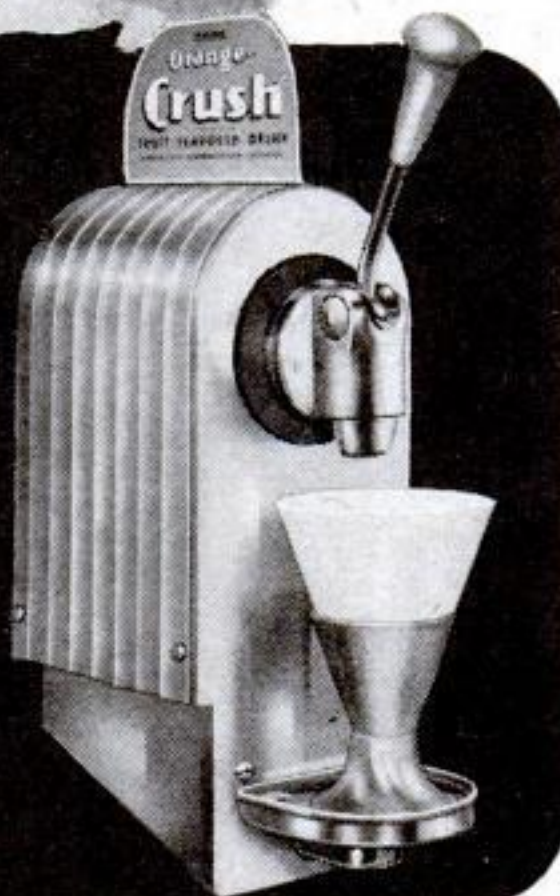
*"Me for
CRUSH"*



**Look for
Orange-
Crush**
T. M. REG. U. S. PAT. OFF.
FRUIT-FLAVORED DRINK

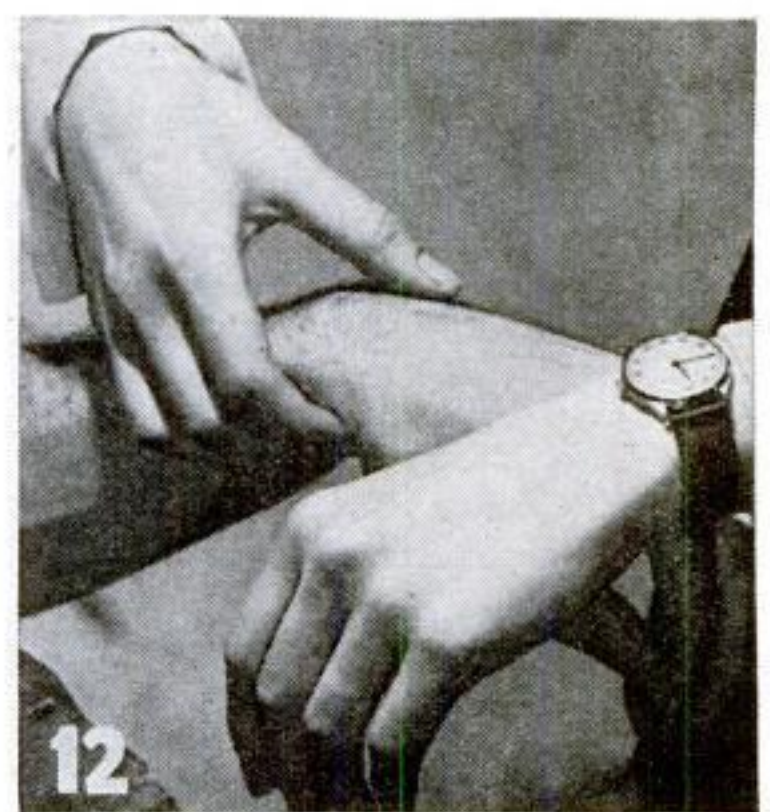
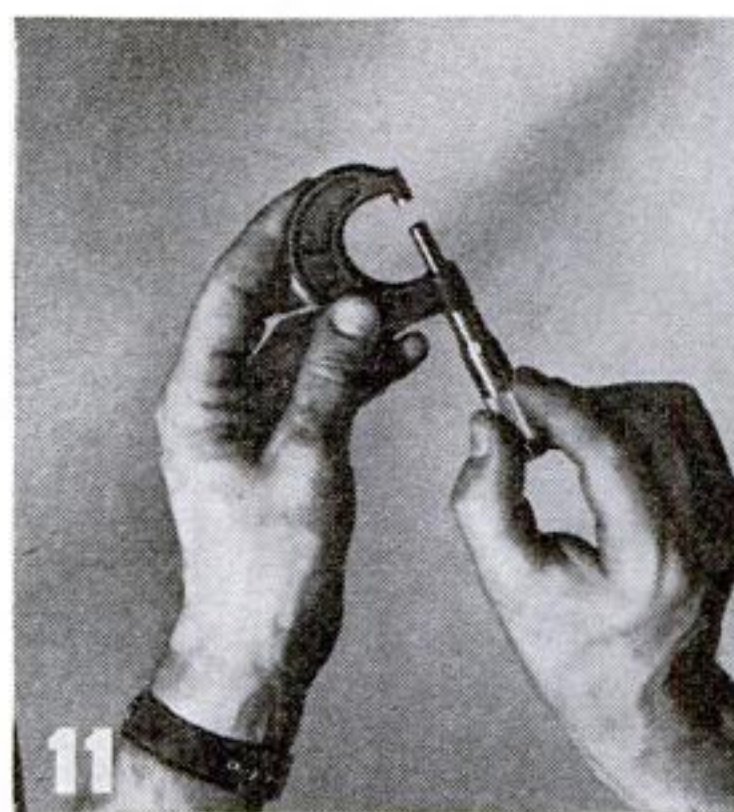
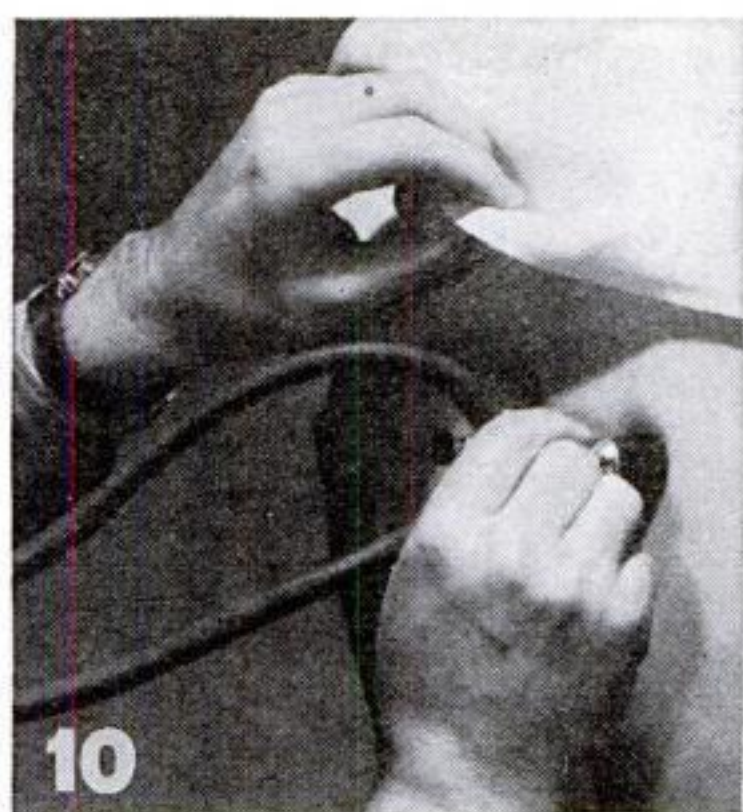
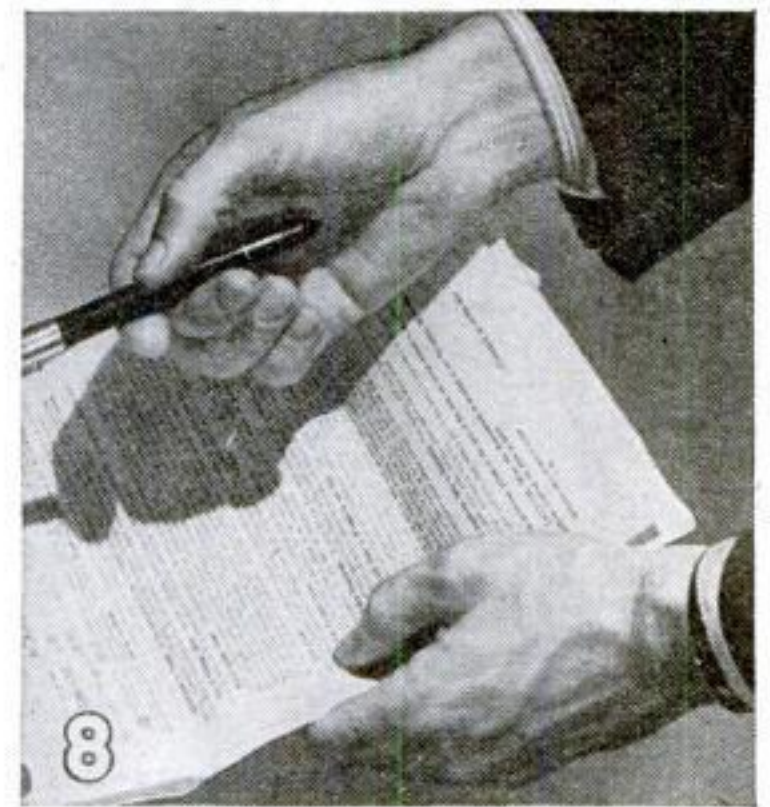
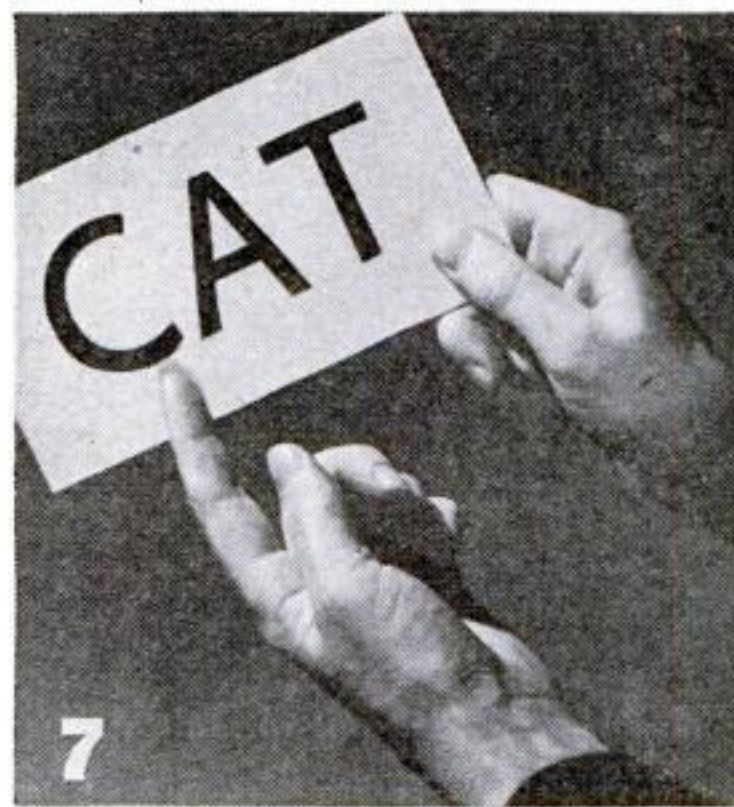
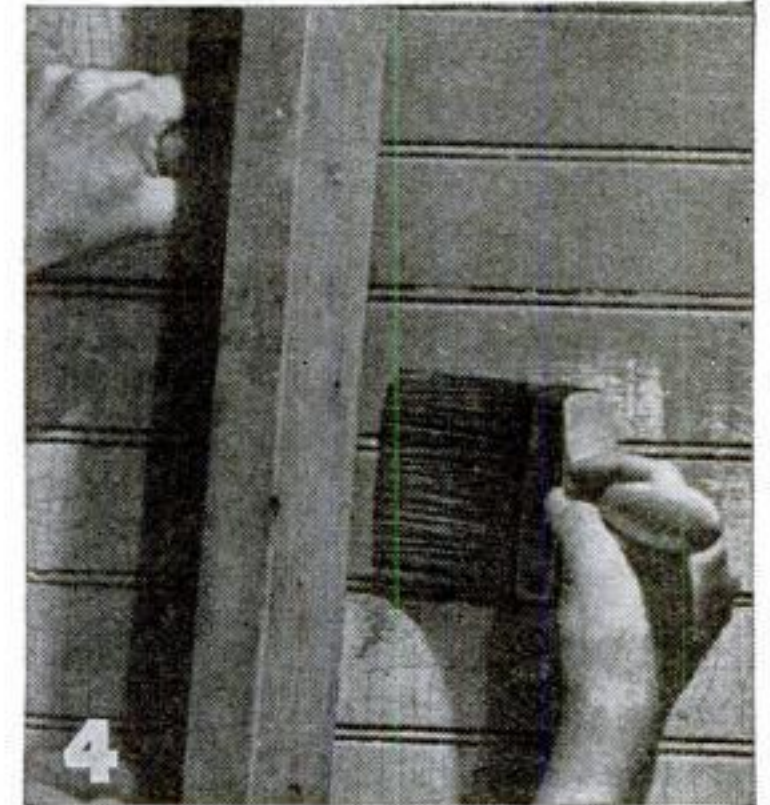


Filtered water... juice of tree-ripened Valencia Oranges, flavor of orange peel, citric acid from lemon juice, sugar syrup... that's Orange-CRUSH!



Can you read these palms?

Can you guess the occupations of the hands pictured below? Study them closely—they'll tell you a lot about their owners. Write down your guesses—then check with the correct answers at the bottom of the page. If you get seven right—you're good. Ten—you're unusually observant. Twelve—you're a palmist!



? Now—Can you guess what one interest ALL these people have in common? The answer may surprise you . . . they are typical owners of America's electric companies—yours and the other *business-managed* light and power companies.

You, too, may be one of the several *million* Americans, in every walk of life, who have savings invested in electric company securities. And if you have money in a savings account or a life insurance policy, you have an indirect stake in the tax-paying, self-supporting electric companies, for their securities are customary investments for many banks and insurance companies.

This widespread ownership is one of the reasons why America has the most and the best electric service in the world—and at very low prices!

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Listen to the New Electric Hour—the HOUR OF CHARM. Every Sunday, 4:30 P.M., EDST, CBS Network

ANSWERS:

- | | | |
|------------|-----------------|--------------|
| 1. Farmer | 2. Secretary | 3. Housewife |
| 4. Painter | 5. Truck Driver | 6. Mechanic |
| 7. Teacher | 8. Salesman | 9. Pianist |
| 10. Doctor | 11. Machinist | 12. Nurse |



Preferred for mellow moments

We'd like to plant these few thoughts with you today—HAMM's is the smooth and mellow beer preferred by millions for their mellow moments. It's been this way for 82 years. And this is the year—this is the day—to order HAMM's smooth and mellow beer.

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Hamm's
Smooth and
Mellow Beer



THE QUEUE is virtual symbol of Britain's national life. Some people spend the whole day standing in line. Here children gaze longingly at the food while Londoners queue up at a butcher shop to get the traditional Sunday roast.

BRITAIN IN CRISIS CONTINUED

monotony, discomfort and a crushing burden of taxation for seven years. If they are asked to go on doing this indefinitely, they will not rebel. They will simply fold up."

But Mr. Boothby, in concluding that in these circumstances his people will "fold up," has overlooked the only fact that really matters: Britain is still British.

All sorts of other facts (amplifying the social, political and economic problems documented in the preceding pages) flow from this unsentimental fact. The British are chronically unbeaten, as noted in the remark of an angry Irishman recently encountered near Liverpool. "Don't ask these people what's happening to this country and to the Empire," he said. "They don't know. They never have known. They never will know." And in sober fact they will continue to note with a faintly superior and infuriating puzzlement the quotations of Britain's obituaries published abroad. They will continue to say, as some of them are now saying, that what Britain needs is a really first-rate crisis, a situation so bad that the people will have to wake up, go to work and save the country once again. They will continue to bore foreign visitors with reminders and explanations of "the British spirit," illuminated by detailed accounts of the wonders worked by that spirit in the recent war, even though such talk cannot obscure and probably cannot offset the facts and forces which signal and accelerate Britain's decline as a world power. Yet as long as that spirit lives, Britain will be a force in the world. And who, now, staring into the glare of an atomic age, can predict the forms and measures of power in any world that men may chance to leave for themselves?

In spelling out the black and white facts about Britain it must be remembered that London is closer to the body and spirit of the real Britain than Washington, D.C. is to the real U.S. But London is not the Britain of the dark Welsh valleys; of Scotland's lean and unchanging strength; of the Durham hills where the miner spends his dirty days full-length in a coal seam 18 inches high, or the Midlands where industrial pigsties and marvels of modern factory design mar or bless the still-sweet land. In that Britain the visitor can find factory slums which justify the darkest U.S. assumptions about British industry and management. But London's incessant talk about migration and despair is almost never heard. Hard by the slums may be found such contrasts as a huge Halifax bomber factory converted within a year into a tire plant which in design and method would do credit to Akron, Ohio; or an even bigger plane factory, where wartime Spitfires were made, which is now a beautifully laid-out metals stamping plant producing automobile parts and bodies, electric refrigerators and kitchen sinks with profusion and speed. British industry abounds with proof that its manage-

CONTINUED ON PAGE 118

A SPECIAL PREPARATION FOR SHAVING

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For the 1 man in 7
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NO BRUSH

Modern life demands at least 1 man in 7 shave every day—yet daily shaving often causes razor scrape, irritation. To help men solve this problem, we perfected Glider, a rich soothing cream.

Glider protects your face while you shave. It enables the razor's sharp edge to glide over your skin, cutting whiskers close and clean without scraping or irritating. Quick, easy to use. Needs no brush—not sticky or greasy.

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Ernest B. Hullbust
PRESIDENT

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London, 1902—Deeply grateful because she was enabled to hear, Queen Alexandra awarded the Coronation Medal to Acousticon. Queen Alexandra used the Acousticon—first hearing instrument in the world to amplify sound electrically—throughout the Coronation ceremonies.



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Just Compare The Tiny Acousticon of 1947
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This size reduction is as dramatic as a wrist-watch compared to the grandfather's clock of yesterday.

Yet this slender, jewel-like instrument—barely big enough to cover your palm—contains not only the complete working mechanism but also the complete battery supply of a powerful hearing instrument.

Because of a new electronic tube—used by Acousticon for the first time in a hearing aid—the tiniest 15-volt "B" battery in the world now supplies the necessary hearing power! The bulky 45-volt "B" batteries are no longer needed!

● Greater Hearing Efficiency and Comfort Through New Noise Suppressor Which Tunes Out, By Fingertip Control, Irritating Background Noises As Easily As Tuning Out A Station On Your Radio!



In Queen Alexandra's time, it was considered a miracle for a hearing aid to make sound loud enough, by electrical means, to be heard by those hitherto considered hopelessly deafened.

Today, that amplification of sound, marvel of a half century ago, is no longer news. Now, what every hard of hearing person has a right to expect and receive is something much more vital—the scientific correction of their hearing deficiency. Loudness alone, without that correction, can never solve a hearing problem.

Indeed, soon after 1902, it was discovered that hearing deficiencies were as individual and varied as eyesight deficiencies—and required a hearing instrument that could provide a similar kind of individual correction, in order to give the hard of hearing the necessary comfort and hearing efficiency.

The unceasing forty-five year progress toward this great objective has resulted in the creation of the New Acousticon Imperial.

The New ACOUSTICON IMPERIAL An Historic Forward Step in Giving You The CORRECTION Your INDIVIDUAL Hearing Loss Requires

The Acousticon Imperial features an entire series of magnetic air receivers and bone receivers—each pitched differently. These can be called "Hearing Lenses" because they correct sounds before they enter your ear—as optical lenses correct images before they reach your eyes. This is the correction of sound—possible today—that is such a far cry from the mere amplification of sound in 1902.

Now it is possible to give you the hearing correction you need with an accuracy that approaches the accuracy of results obtained in eyesight corrections. Just think what this means to you—the ability to hear clearly and accurately, without strain or tension—to hear words as truly as they are spoken—to hear music as richly as it is played—to hear all the living sounds of your world the way those about you hear them.

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BRITAIN IN CRISIS CONTINUED

ment, methods and workmanship *can* equal anything the U.S. has to offer, always with the qualification that smaller markets and outputs generally limit the money which the British think they can profitably invest in the machines and techniques of mass production. Britain's extraordinarily peaceful and effective conversion to peacetime production was accomplished despite a natural and well-nigh universal let-down of effort among both workers and management in the months just after the war. Then, in the summer and fall of 1946, followed a noteworthy revival of effort and efficiency—a revival which is being frustrated now by shortages of the things from which finished goods are made.

Everywhere, of course, there are examples of union customs and petty privileges which continue to increase costs and inhibit production in a fashion which in the circumstances seems more than normally insane. But British industrialists and plant managers themselves have sound, although often contradictory, ideas. By and large the managers seem more impressed by the demonstrated capacity of their workers, given intelligent incentives and adequate materials, than by the contrary practices which generally receive public notice from tired politicians and Fleet Street seers. A majority of some 40 plant executives in Britain's principal export industries recently said that British labor in general is not working hard enough. They said their own particular workers are exceptions to this rule. On the whole they considered their unions to be constructive rather than restrictive influences, although the workers are accustomed to piece-rate incentive systems which would bring U.S. unions out on instant strike. They claimed that the only significant handicap to their production has been their chronic and now desperate shortages of materials, complicated this past winter by the country's drastic shortage of fuel. Most of them also said that they were Conservatives in politics, that they and acquaintances of their ilk had no present confidence in the Conservative party, that a Conservative victory in 1945 would have been a disaster to the country and that the Conservative party would return to power in due course. All of them said that Prime Minister Attlee was hopeless, and some of them said that they had hoped he would do well because a successful Labor Government would be the best possible thing for Britain. Most of them thought that a Labor-Conservative coalition would be the best thing now, but none saw any chance of getting it. One said that what he would like to see was a real Labor Government minus socialism. All of them said that, of course, controls on industry were necessary. Yet most of them said the controls were a nuisance and badly applied, and that industry would collapse without controls because there just was not enough to go around. A lively young official in the Midlands, one of many Conservative businessmen who took jobs in the wartime government's control system and stayed on with more tenacity than conviction after Labor came to power, said that it was time to face the facts: British industry could produce twice what it was producing if British workers would get to work.

WORK AND PLAY

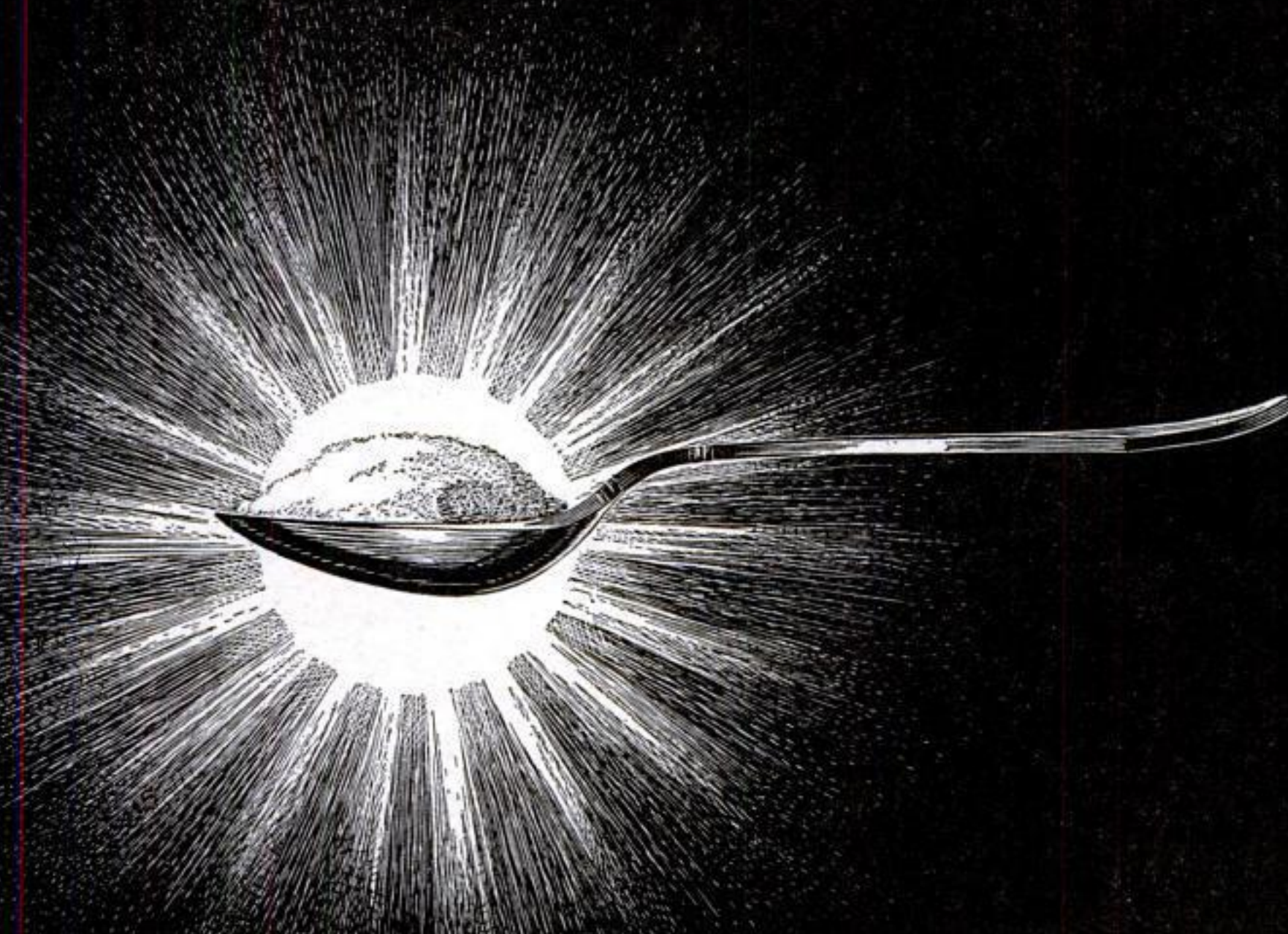
Most of the working managers assumed that shorter factory weeks urged by the Labor Government would automatically lower production, and they were distressed by a recent reduction of their own plant weeks from 47 to 42 hours. The experience of some plants seemed to contradict this as a necessary conclusion for all industry; for instance, in the auto industry where workers have been turning out more cars in an emergency three-day week than they ever produced in any three days of a normal week.

The reasons in this instance and in many others like it may be that workers, suddenly laid off and then forced onto a shorter week than they or their unions had ever bargained for, naturally wanted to earn all they could in the time allowed them. Presumably they were also moved by a return of the simple fear that they might soon have no job at all and that another one might not be waiting just around the corner. This old fear is a new thing in postwar Britain, where during the war and until the present time something very near full employment has been attained more by circumstances than by socialist planning. Accompanying this abrupt sensation of insecurity has been a feeling that "nobody is giving us a lead"—nobody being Clement Attlee. But the blackest Tory could take small comfort from the crisis reaction which outweighed all others among British workers. A Tory factory manager in the Merseyside area accurately gauged it for his colleagues. "Hell," he reported on the day his men returned to work after the midwinter shutdown, "they are saying that they have got to pull together to save *their* government."

Meanwhile as the shadow of the crisis spreads long into the fu-

CONTINUED ON PAGE 120

Energy from the sun!



WHEN THE SUN SHINES, it “rains”—food-energy in the form of sugar!

Why? Because part of the sun’s vast energy is captured by the leaves of green plants . . . and through one of nature’s amazing chemical processes sugar is produced—the same sugar you eat at every meal.

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TRY IT! Scratch your head. If you find signs of dryness, loose ugly dandruff, you need Wildroot Cream-Oil hair tonic. Grooms hair...relieves dryness...removes loose dandruff! Contains soothing Lanolin, an oil resembling the natural oil of your skin.

**YOUR HAIR CAN LOOK
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A LITTLE WILDROOT CREAM-OIL does a lot for your hair. Keeps your hair well groomed all day long. Leaves no trace of that greasy, plastered down look. Makes your hair look and feel good.

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IMPORTANT: Smart women use Wildroot Cream-Oil for quick grooming and for relieving dryness. Wildroot Cream-Oil is excellent for training children's hair!



TUNE IN... 2 Network Shows!
"The Adventures of Sam Spade" Sun. evenings, CBS Network; "King Cole Trio Time" Sat. afternoons, NBC Network.



GAMBLING FLOURISHES as escape from austerity. Billboard advertises legal sports pool which bears close resemblance to famed U.S. "numbers game."

BRITAIN IN CRISIS CONTINUED

ture, Britain is still replete with significant and diverting phenomena. The preoccupation with sports approaches the dimensions of a national craze. For millions of miffed citizens the crisis took its severest form to date when the Cabinet with unwonted boldness dared to order the cancellation of midweek football, dog- and horse-racing, cricket and other spectacles which were depleting the factories' Wednesday working forces. The winter storms afflicted a large section of the population by further disarranging football and racing schedules. A marked shortage of London taxis on certain afternoons was traced to the congregation of cabbies at the dog tracks. Tradition requires foreign observers to accept without a murmur the explanation that this merely represents a healthy and historic appetite for playing games. Actually British sports are highly professionalized, and in their widest appeal sports have become vast vehicles for popular gambling on "the pools," which can best be described to Americans as legalized and glorified numbers games based on football results. A British workman recently won \$240,000 with a stake of about 1½g; wins of \$80,000 to \$150,000 are fairly common. The British Gallup Poll has announced that one of every two adult Britons plays the pools, and the mania has been compared by moralists to the great gin spree which ravaged the working classes in the 18th Century.

LIBERTY AND CHEESE

Other observers of the "pool mania" have seen another alarming facet of the British scene in the reasons advanced why professional sports should not be curtailed no matter how economically wasteful. The complaining masses alleged, first, that the suspension invaded the liberty of the citizen and, second, that it conferred an advantage on those who never attended midweek games and therefore would not miss them. The London *Economist* has called this powerful prejudice in which every advantage of every kind is understood to be unfair "the doctrine of equal misery," and in all seriousness has labeled it a menace to the nation. Britain's socialist government naturally practices the doctrine, often to the detriment of its recovery program. It was deemed politically impossible, for example, to grant any sufficiently substantial advantages in extra food or consumer goods to the coal miners, upon whom the nation's fate depends, because of fierce resistance by other unions. Dr. Edith Summerskill, the Parliamentary Secretary to the Ministry of Food, probably achieved the ultimate expression of the doctrine when she coldly announced that the government did not propose to pander to acquired tastes in cheese, broadly implying that anyone who could not stomach the government's favored type, popularly called "mousetrap," must be a Tory scoundrel or, at the very least, an aristocrat.

One of the few signs that the British character may be deteriorating under such circumstances is the national fascination with all things American and particularly with any indication whatever that things are not so good in the U.S. either. The vigorous indifference with which the British used to view the U.S. is now past.

**YOUR SHOES
ARE SHOWING!**



**EMBARRASSING, ISN'T IT?
YOU
NEED SHINOLA**

● So don't be caught short. When you're stepping out for the evening, and want to look like a million dollars—see to it that your shoes are shined. There's really no excuse for untidy-looking shoes. You'll find it pays to keep a supply of Shinola Shoe Polishes on hand.

Shinola's scientific combination of oily waxes helps to hold in and replenish the normal oils in leather—helps maintain flexibility—and that means longer wear. It's smart to KEEP 'EM SHINING WITH SHINOLA.



IN CANADA IT'S 2 IN 1

See it...in LIFE

Now available to new subscribers.
By subscription \$5.50 for one year.

**For lovely roses and
spring flowers, use
Plantabbs now!**



PLANTABBS are endorsed by leading rosarians as the ideally balanced plant food for growing prize-winning roses.

PLANTABBS are clean, white tablets providing, in highly concentrated form, the food needed to make your potted plants and spring garden flowers amazingly beautiful.

In 25c, 50c, \$1 and \$3.50 sizes. At your dealer or mailed postpaid, PLANTABBS CORP., Baltimore 1, Md.

**Fulton's
PLANTABBS**
PLANT FOOD TABLETS PLUS B1

CONTINUED ON PAGE 123



THE *Early Bird* GETS THE BEST VACATION



... and gets so much more out of it, going **GREYHOUND**

Here's sound advice to all who want a fun-filled, carefree vacation this year:

First, GO EARLY! Start in Spring or early Summer, to get first choice of hotel or resort accommodations, and to be sure of uncrowded transportation.

Second, GO GREYHOUND! For only Greyhound serves all the 48 States, reaching up into Canada, down to Mexico. Its modern motor coaches go direct to the most desirable of vacation spots, the National Parks, the

mountains and the seashore, the big cities and the little resort towns.

A Greyhound ticket always means a saving—often enough for extra days of enjoyment on your trip. Coaches are unusually comfortable, with deeply-cushioned adjustable chairs—schedules are most frequent, and conveniently timed.

Make your plans now, with the help of your Greyhound agent. Remember—*Only by Greyhound, you meet the Real America.*



*The Coupon brings
you this Picture Map*



FULL-COLOR PICTURE MAP OF AMERICA—FREE

This coupon will bring you a fascinating Picture Map of America, lithographed in full colors, unfolding to 18 x 24 inches in size. Mail it to GREYHOUND HIGHWAY TOURS, DEPT. LF 47, ROOM 2600, BOARD OF TRADE BLDG., CHICAGO 4, ILL.

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LF 47



FOR YOUR ENTERTAINING AND DINING PLEASURE

TRIANGLE WINES

Better Three Ways

✓ For Special Occasions

✓ For Entertaining

✓ For Dining

For everyday pleasure...for gracious entertaining...TRIANGLE Wines are *better three ways*: richer, more fragrant, more mellow. Judge for yourself the three-way superiority of *any* of these fine TRIANGLE California Wines: Sherry, Port, Muscatel, Tokay, Burgundy, Claret, Zinfandel, Sauterne, Dry Vermouth, Sweet Vermouth, Champagne.

Enjoy **TRIANGLE** Wines

FEATURED BY OUTSTANDING WINE MERCHANTS THROUGHOUT AMERICA



TRIANGLE VINEYARDS
FRESNO, CALIFORNIA

Serve Cool

BRITAIN IN CRISIS CONTINUED

The interest in U.S. troubles, actual or imagined, is altogether human and friendly. The U.S. Negro problem is a frequent theme and Britons seem a trifle dashed when told that it probably will not explode forthwith. They also like to follow the doings of John L. Lewis, who has done more than he knows to bolster British pride by arranging public disturbances of a nature and scale unknown in this island since the general strike of 1926. The deputy managing director of one of Britain's great machinery firms recently quoted a letter from a friend in the U.S., who had written that the British seemed to be handling their chaos better than the Americans were handling theirs. "That's something, at least," he said.

Conversely the British scene does suggest, at least, that there can be such a thing as too much peace between management and labor. The kindly view taken by so many British managements of their unions' working attitudes need not in fact mean that British unions are universally devoted to full and efficient production but that restriction has become normal and that any serious objection to restriction has come to be considered unnatural and anti-social. Now, when any restriction upon productive effort is a blow to the nation's very chances of survival, many of the men who ought to be fighting for their own and their country's economic life have forgotten how to fight or even that there is anything to fight about.

ENTERPRISE AND ENNUY

This state of mind, not unlike that of an addict to a minor drug, is the result of a process which has been going on in Britain since the close of World War I and which explains many other present-day British attitudes. This process is, quite simply, the decay of confidence in capital enterprise, free or otherwise. The frequent blindness to the presence and nature of labor restriction is one symptom; the common view that all sorts of extremes of government controls, however burdensome, are natural and necessary is another. A prominent British Conservative remarked recently that his party's salvation may be the public discovery that the Tories can apply Communism in Britain more efficiently than the Communists can. This was not a manifestation of British humor but a serious reflection of the assumption, general in Britain, that some form and degree of collectivism is inevitable. This idea may be helped along by the fact that fundamentally the Tory opposition is weak and ineffective because so many Britons who call themselves Conservatives have surrendered the only principles and positions which justify and invigorate Conservatism.

Perhaps in world terms the most important question is not so much whether Great Britain can survive as a major power as whether the people of Britain can preserve their island as a home of liberty. Britons have already relinquished most of what used to be considered their economic liberties and are rapidly giving up the remainder. The assertion of all British Socialists except an extreme minority, and the belief of most Britons, is that this surrender of economic liberty need not and will not entail surrender of the basic personal freedoms. This will be so only if British Socialism (or Conservative collectivism) is different and illogical and unpredictable simply because it is British.

And it may be so. The British are the damndest people!



BRITAIN'S LEADERS today include Cabinet ministers (left to right) Emanuel Shinwell, Prime Minister Attlee, Herbert Morrison, Arthur Greenwood, Ernest Bevin, Sir Stafford Cripps and Aneurin Bevan (rear). Fuel Minister Shinwell bet on a mild winter and got blizzards. That precipitated the crisis.

SCHICK USERS!

Get faster, closer electric shaves
with this new preparation!



Now you can enjoy a new high in performance from your Schick Electric Shaver—with sensational Lectric Shave. It's a scientific development of The J. B. Williams Company to help you get faster, closer, more comfortable shaves and it's been proved in tests by thousands of men. Just dash a few drops on your face before shaving.

"Cleaner, faster
shave—leaves face
cool"

H. LINDQUIST
Kirkville, Mo.



Lectric Shave lubricates the skin to overcome "shaver drag." It helps save precious minutes, lets you shave comfortably even if your skin is dry and sensitive.

"Much closer shave
once over than twice
over without it"

A. D. BAIR
Bayside, L. I.



Lectric Shave conditions your face and beard for a closer, longer-lasting shave. And it's good for your shaver's cutting head.

FREE SAMPLE

Use Lectric Shave with any make of shaver. . . . At all toilet-goods counters—or send name and address to The J. B. Williams Co., Department LE-9, Glastonbury, Conn., for generous free bottle. (Offer good in U.S.A. and Canada.)



MAKES ELECTRIC SHAVING EASIER

The Sooner You Simoniz Your Car ... the Better!

Every new car needs SIMONIZ from the start. Then the finish has lasting beauty that cleans up sparkling with a dry cloth. SIMONIZ now—your car deserves it!



MOTORISTS WISE
SIMONIZ
HOUSEWIVES DO LIKEWISE

TRADE MARK REG.

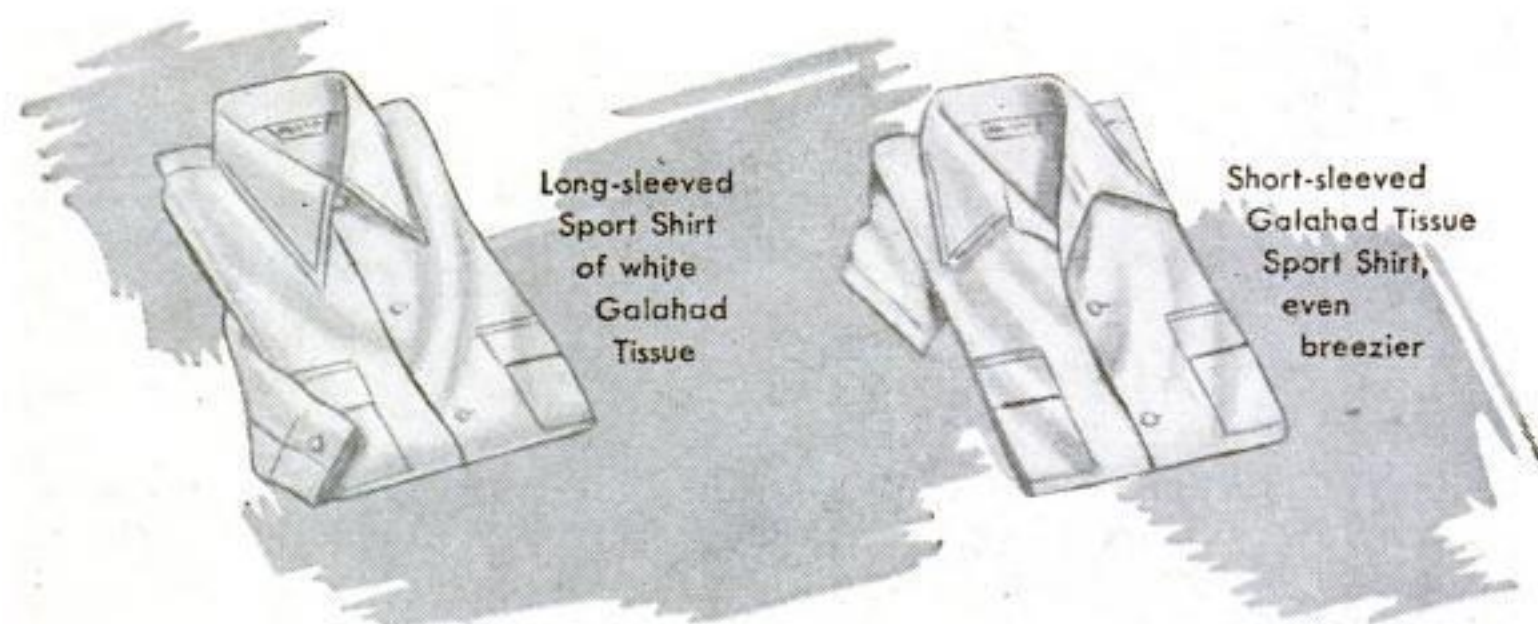
What a man!
...and what a **Marlboro**



AND what a contrast, Blue Eyes! While the aforementioned male is basking in the warmth of your affection, he's attired in Marlboro's coolest of shirts . . . another good reason for having his head in the clouds.

P. S.—Most admired, most desired . . . textured like a fine linen handkerchief, yet rugged as they come...that's Marlboro's airy-light, laundry-perfect Galahad Tissue!

Marlboro Shirt Co., Inc., Baltimore, Md.



Long-sleeved
Sport Shirt
of white
Galahad
Tissue

Short-sleeved
Galahad Tissue
Sport Shirt,
even
breezier

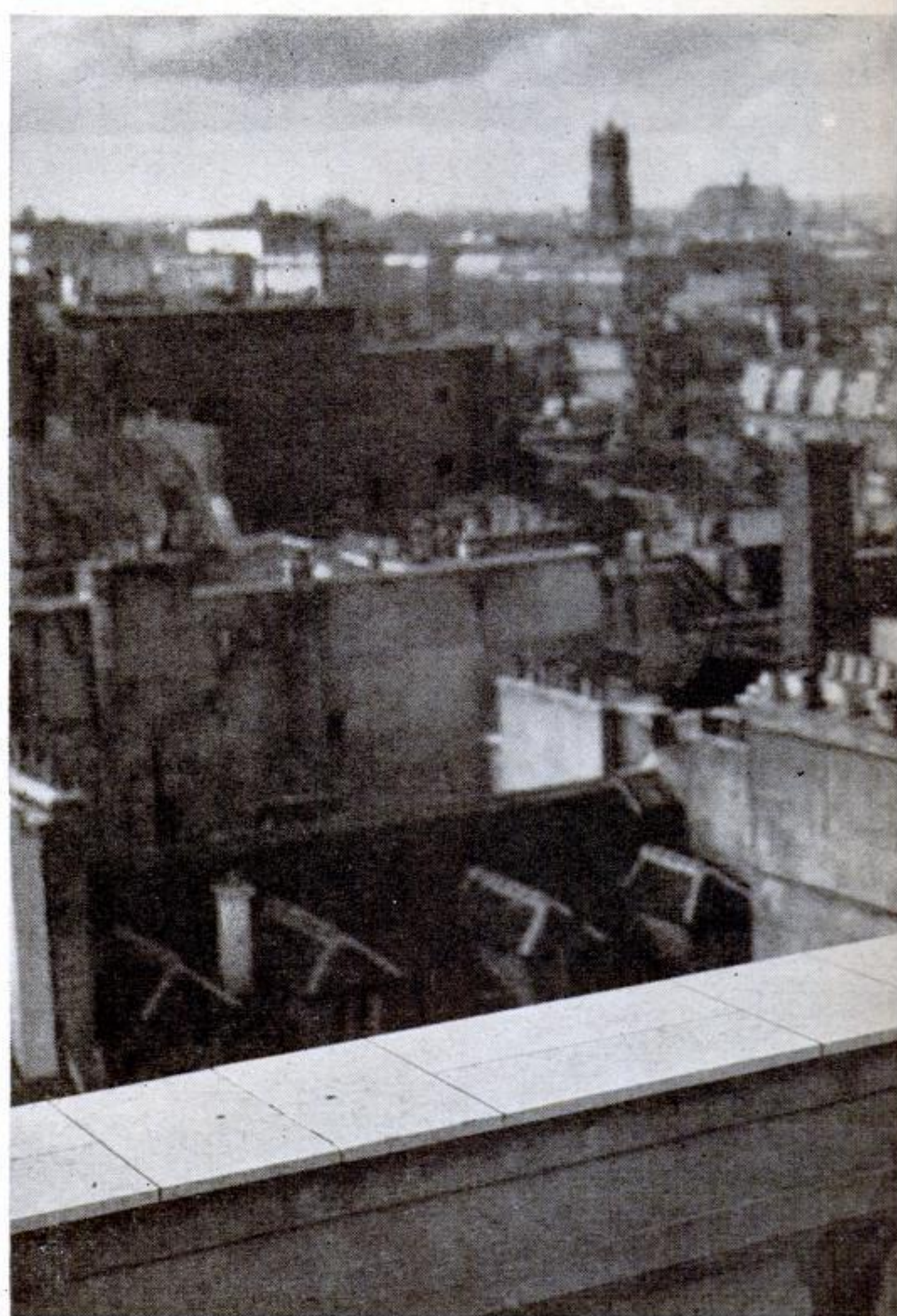
Marlboro

SHIRTS



SPORTSWEAR

FASHION



HILMA SEAY VIEWS PARIS FROM A PENTHOUSE BALCONY OVERLOOKING

MAID OF COTTON

An attractive college girl from Memphis, Tenn. shows American fashions to French designers



BUSTLE-BACKED dress worn walking is longer than current French style.



GRAY COTTON afternoon frock has strapless top and matching stole.



ONE OF THE OLDEST SECTIONS OF THE CITY. DRESS IS PLAID COTTON

Wearing a cotton dress, cotton gloves, cotton coat, cotton underclothes and cotton hat with a cotton ribbon, and carrying two cotton suitcases full of cotton clothes, Miss Hilma Seay, the "Maid of Cotton," last fortnight flew back from France, winding up a two-week tour. The object of the trip was to encourage French designers to use more cotton.

While not ecstatic over the stylistic elegance of Miss Seay's American wardrobe, French observers saw the possibilities of a touring queen and threatened to elect their own Queen of Silk, outfit her in French clothes, then send her on a reciprocal trip through the U.S.



FRENCH BATHING SUIT by Jacques Heim was made of U.S. cotton.



U.S. SUIT, slightly more conservative, has matching bolero and dress.

CONTINUED ON NEXT PAGE



You CAN CREATE THIS LOVELY BEDROOM YOURSELF

FROM
THREE

Scotland
Bedspreads

MADE IN U. S. A.

Picture your bedroom filled with flower-fresh, richly fringed Scotland Imperial hobnails . . . on your bed, at your window, and swinging around your dressing table. You can make this lovely Scotland hobnail ensemble in one afternoon. Easy directions are attached to every Scotland Imperial bedspread.

Your room will stay flower-fresh . . . the thick, king-sized hobnails on sturdy muslin laundry so easily and need not be ironed. A brisk shake during the drying will fluff up the hobnails. Bring Spring into your bedroom . . . creamy-white or in petal pastels. Economically priced. Ask for them by name.



Manufactured by
SCOTLAND MILLS, Inc., Laurinburg, N. C.

TWIN AND DOUBLE SIZES — AT LEADING STORES THROUGHOUT THE COUNTRY

"Glo-Ver's
the Shampoo
for me!"



says **IRENE KULBACK**, lovely
PAN AMERICAN WORLD AIRWAYS
stewardess

Irene really gets around, in Pan American's big transoceanic Clippers—but, anywhere in the world, she finds the few minutes needed for her regular streamlined shampoo with GLO-VER. No other shampoo can do more for your hair—for that natural-looking hair-beauty! Contains mild, efficient cleansing agents, made from fine blended vegetable oils. Rinses out instantly—no trace of unsightly film. Removes loose dandruff, cleanses scalp. Ask for the regular size package at Drug or Cosmetic Counters—or mail Coupon for free Sampler.



GLO-VER
Beauty Shampoo

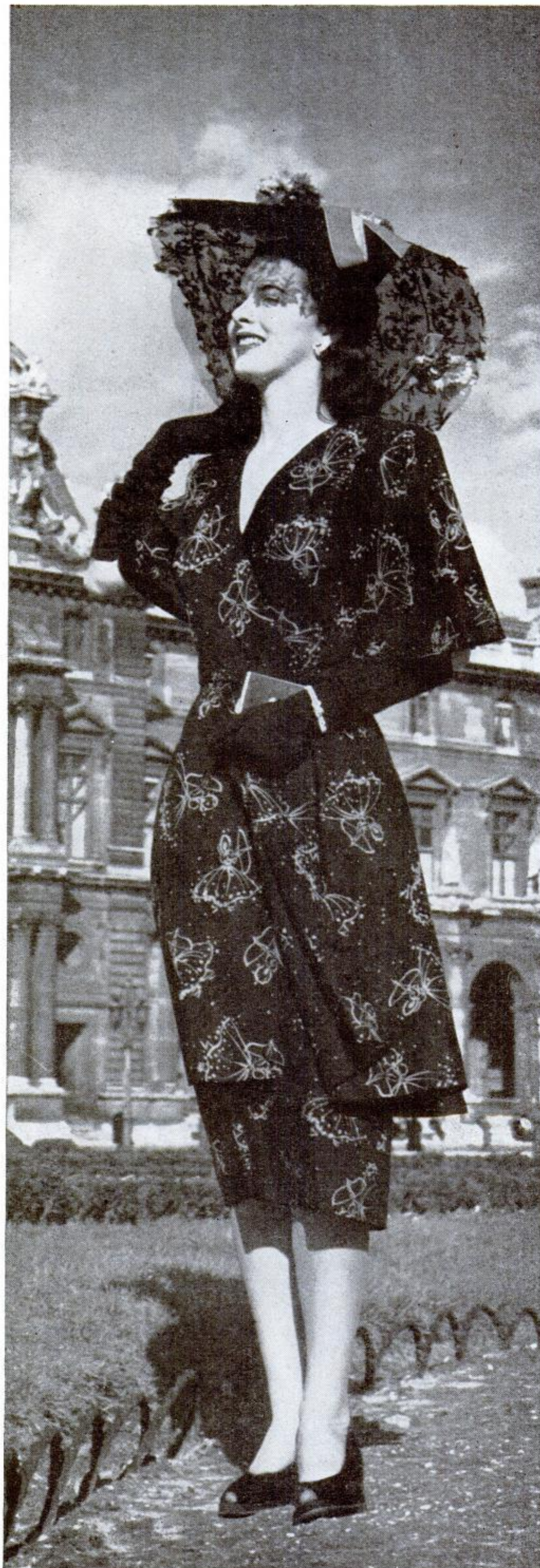
FREE TRIAL APPLICATION

Be Glover-wise...glamorize with GLO-VER Beauty Shampoo, Glover's Mange Medicine, Glover's Hair Dress! One complete application of each in hermetically-sealed bottles—all three in free Sampler Package not sold in stores. Mail coupon now.



Glover's, Dept. 834
101 West 31st St., New York 1, N. Y.
Send free Sampler Package in plain wrapper by return mail—GLO-VER Shampoo, Glover's Mange Medicine and Hair Dress, in 3 hermetically-sealed bottles, with free booklet. I enclose 10¢ to cover cost of packaging and postage.

Name.....
Address.....
City.....Zone.....State.....
(PLEASE PRINT PLAINLY)



AT THE LOUVRE MUSEUM Hilma wore her most sophisticated dress, a low-necked black cotton print. She drew line at cotton stockings, wore nylons.

DO YOU FEEL OLDER THAN YOU SHOULD?

Read how scientifically designed
basic food can help you

People start to grow old around 30. That's when your sense of taste begins to fade, your ability to digest certain foods grows less, and fussy eating and poor appetite become more common.



Feels young

Is this your case? Then you may be missing some food essentials and, as a result, feeling "older" than you should. Thousands have found that drinking Horlicks Malted

Milk, hot or cold, mixed with milk or water, is a delicious way of adding extra amounts of nutrients needed to repair "worn out" body tissues and to restore the energy you use up.

Two glasses a day of this grand food drink, in milk, will give you 25 to 35% of the body-building protein material you need to get from your food every day. And tasty Horlicks digests so quickly that it doesn't spoil the appetite for other foods.

Get the enjoyable and helpful Horlicks habit started without delay. Buy the pound jar at your drug store. Horlicks Corporation, Racine, Wisconsin.

You Can Get Quick Relief for Tired Eyes

MAKE THIS SIMPLE TEST TODAY



Put two drops of Murine in each eye. Then feel your eyes relax. Feel that refreshing, soothing sensation that comes in seconds.

WHAT IS MURINE?

Murine is a scientific blend of seven important ingredients... so safe... so gentle... so soothing... so quick. It relieves the discomfort of eyes that are tired from overwork, exposure to sun, wind, dust or smoke. Try Murine today.

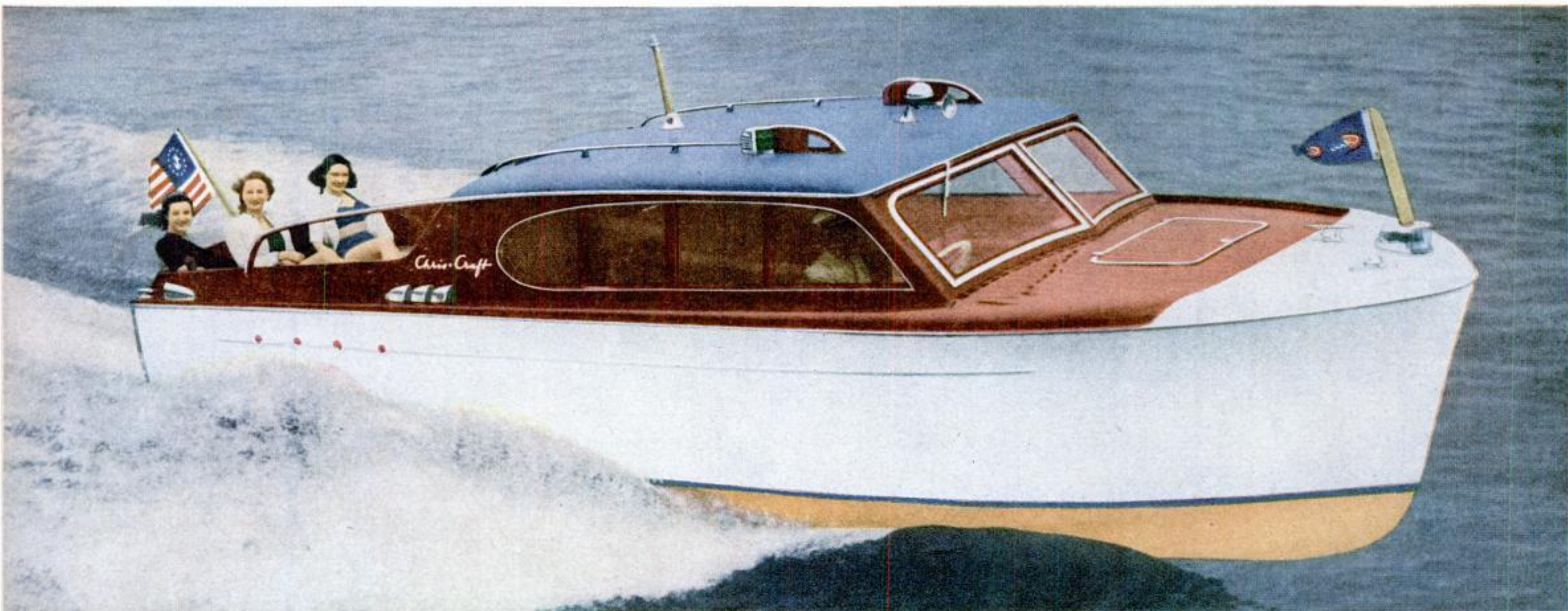
MURINE
FOR YOUR EYES



Use the
Manicure Implements
PREFERRED
BY PROFESSIONALS

La Cross
Cuticle Scissors
—fine needle-point blades
nip tiniest corners
easily, cleanly—\$2.50

La Cross
Schnefel Bros. Corporation,
630 Fifth Ave., New York 20



Sing a Song of carefree comfort. Sing it away from the hustle and bustle of city life in this new 1947 Chris-Craft 27-ft. Super De Luxe Enclosed Cruiser with speeds to 24 m.p.h. Sleeps 4. Beautiful dinette which converts

into double bed, 2 berths, toilet, galley, built-in helmsman's seat, big aft cockpit, new lines and design. Priced at \$5650* with 115 h.p. engine and \$5790* with 130 h.p. engine. Deliveries shortly—in some dealer territories.

Command your NEW CHRIS-CRAFT...NOW!



Week-end harmony for you and your friends in this sparkling new 23-ft. Express Cruiser for 1947. Big aft cockpit for fishing, 2 berths, thrilling speeds to 29 m.p.h. Options of 60, 92 or 115 h.p. engines. Buy now for early delivery from many dealer points. Priced at \$2880*, \$3080*, \$3160*.



Sing a song of Sportsmen—in the newest boat afloat! Speeds to 33 m.p.h., 22 feet overall, big beautiful all-purpose Chris-Craft Sportsman for 1947 that will help you hit a new high in health and happiness. Early delivery too, sailors, but you'd better buy now. Priced at \$2790* with 115 h.p. engine.



The Rocket song—16 feet of power-packed enjoyment for those who want to enjoy a lifetime of water sports (starting this season, if you buy now). The new 1947 Chris-Craft Rocket has 60 or 92 h.p. engines with speeds to 36 m.p.h. Priced at \$1690* and \$1890*, but you'd better hurry.

Ships for sailors! Some Chris-Craft Dealers can give you early deliveries on some of the models shown here, if you buy now! Deliveries on other new Chris-Craft Runabouts, Sportsmen, Express Cruisers and Cruisers are not as far off as you may think. Talk it over with your Chris-Craft dealer today. Then

Command Your Own
Chris-Craft

**CHRIS-CRAFT CORPORATION, ALGONAC, MICH., U.S.A.
WORLD'S LARGEST BUILDERS OF MOTOR BOATS**

*All prices f.o.b. factory and include shipping cradle. Subject to change without notice.

YOU'VE GOT TO PRACTICE TO *PUSH PAR!*

YES, PRACTICE—and more practice—is the secret of great golf...or a great whiskey.

We of the House of Seagram started our practice back in 1857...

The year Commodore Perry first opened Japan to trade with the outside world...

A year when few people thought of a certain lanky lawyer from Illinois, who signed himself A. Lincoln, as "presidential timber"...

When your own great grandfather was still in the prime of life.

1857-1947...ninety years of practice...ninety years to build the skill and craftsmanship that give you today the incomparable flavor of 7 Crown—Seagram's finest American whiskey.

Seagram's *Seven Crown*

SEAGRAM'S FINEST AMERICAN WHISKEY...
DESIGNED FOR YOUR PLEASURE



ONLY PRACTICE MAKES PERFECT. A perfect putt by a famous "pro" as "seen" by stroboscopic photography: 16 separate exposures of club and ball in motion—each exposure 1/30,000 second.

Say Seagram's and be Sure ...of Pre-War Quality

SEAGRAM'S 7 CROWN BLENDED WHISKEY. 65% GRAIN NEUTRAL SPIRITS. 86.8 PROOF. SEAGRAM-DISTILLERS CORPORATION, CHRYSLER BUILDING, NEW YORK

CROWNED HEADS

U.S. royalty regarded as improvement on old model

by NOEL F. BUSCH

IN appraising the various crowned heads, incumbent and otherwise, who used to visit the U.S., Americans had the advantage of being able to consult the *Almanach de Gotha*. The recent European tour of the Maid, or Queen, of Cotton suggests that the trend of royal traffic is now being reversed. If so, Europeans may need a few notes on American royalty, pending the issuance of a full directory on this little-known subject.

Three main points can be made about American royalty. First, unlike what is left of European royalty, it operates on an annual instead of a hereditary basis. Second, it is naturally a mass-production, or assembly-line, proposition. Third, it serves a useful purpose, namely, advertising. There are also, of course, some subsidiary points. One is that official U.S. royalty (which is not to be confused with the mere nickname peerage of Sugar Kings, Movie Moguls, Baseball Czars and Sultans of Sports) is entirely on the distaff side. Another is that it is entirely democratic in composition. Any female not afflicted by the scurf seems quite sure to be queen of something sooner or later if so inclined.

How well-established and popular U.S. royalty is can be seen from a listing of some of the higher-ranking sovereigns. At the moment these include the Doughnut Queen, the Pretzel Queen, the Molasses Queen, the Hobby Queen, the Queen of Palisades Park, the Candy Queen, the Press Photographers Queen, the Teen Age Queen, the Sweater Queen, the Stardust Queen, the Fur Queen and, of course, the Goddess of Mink (Miss Kay Prettyman). This list omits collateral personages of related lineage like Miss Love Lindsey, the Lovable Girl of the Month. Also omitted are mere horticultural sovereigns of which Florida alone has more than a hundred, including Miss Sissy Maccalla, the 3-year-old Kumquat Queen, whose crest is said to bear the legend "Toujours Gai, Kumquat May."

The only country whose royal population even compares with that of the U.S. is India, but whereas India's rajas, rawals, and nawabs are on the way out, U.S. royalty is just approaching its swarming, or spawning, season. Events on the calendar for the next six months include National Packaging Week, Baby Week, Laugh Week, Posture Week, Restaurant Week, Carbonated Beverage Week, Iced Tea Week, Swim for Health Week, Wheaties Week, Diaper Week, Honey Week, Glamour Week, Pay Your Doctor Week, Macaroni-Noodle Week and Nationally Advertised Advertising Brands Week. Each of these weeks may be expected to produce at least one and probably several queens, along with the proper quota of maids, princesses and goddesses.

According to the savants and wiseacres the enthusiasm of the U.S. for its revolving, mass-production, advertising royalty is based on a nostalgia for real royalty. Be this as it may, the important thing now is whether Europe, which has now got rid of most of its old-style monarchs, should adopt the new U.S. system.


Since the function of U.S. royalty is competitive brand-selling of luxuries and since Europe at present has not even got one brand of most necessities, the function of the new European royalty would have to be somewhat different from that of the U.S. original model. With a little ingenuity it might be used to inculcate important ideas or generate goodwill. Still, England could certainly stand a Miss Nationalized Transport Industry or a New Budget Princess in addition to dear little Margaret Rose. France could have a Goddess or, perhaps better, a Something, of Existentialism. As to Russia, this is a bit more difficult but after another five- or ten-year plan the Kremlin might be able to come up with a Veto Queen or Czarina. She could then make an ill-will tour of the U.S., bringing samples of caviar in unopenable tins.

MOTHER'S DAY IS MAY ELEVENTH

Laguna

for your Pearl of a Mother

How heartwarming a gift...
the satin-soft glow of perfectly
matched Laguna simulated
pearls. In handsome gift box.
A treasured tribute to Mother.



Earrings with 10Kt. white
gold backs. \$5.00*

Single strand. \$5.00*
Double strand. \$7.50*
Triple strand. \$10.00*

All with gift box.
*Plus Federal Tax.

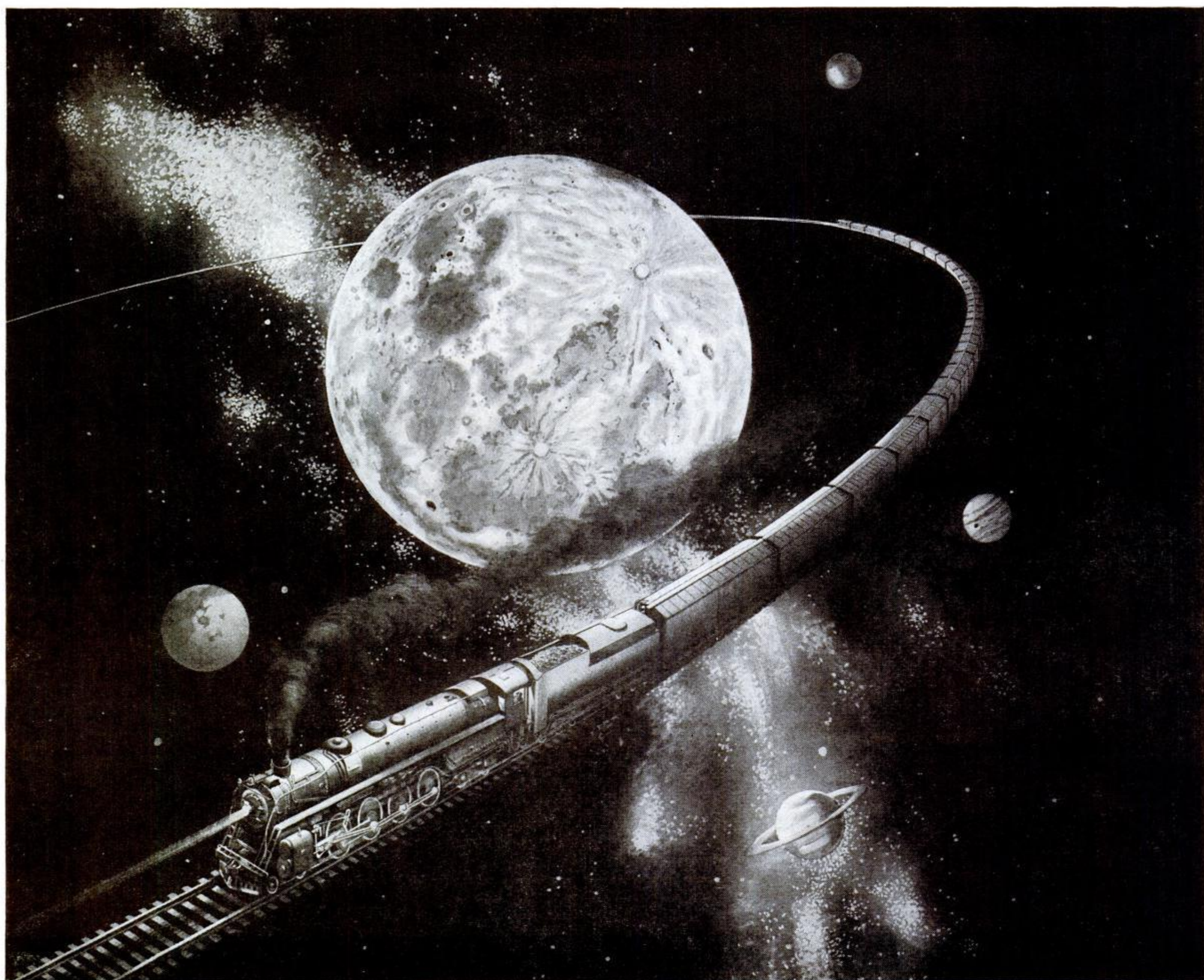
With distinctive clasps in
10Kt. white gold or choice
of magnificent rhinestones.

Laguna

so like the Priceless Originals

Laguna is featured for Mother's Day giving at your favorite store.
Other Laguna Simulated Pearls with Diamond Clasps from \$30 up.

ROYAL CRAFTSMEN, INC., LAGUNA BUILDING, 36 WEST 32ND ST., NEW YORK 1, N. Y.



Round Trip to the Moon

● A ton of freight to the moon and back! That's one good way to measure the freight moved by American railroads in 1946 for *each* of the men and women on the railroads' payroll.

Working alone—with his bare hands—each one of these railroaders would have accomplished little. But working together and equipped with the right tools—cars and locomotives, tracks and stations, signals and shops—the immense job was handled efficiently and dependably. And it was done at a cost to the

nation's shippers averaging only one cent for hauling a ton one mile.

To provide these essential tools, there has been invested nearly \$20,000 per worker, furnished almost wholly by private funds. To improve these tools, there must be still more investment—which cannot be expected to continue unless railroads have a chance to earn reasonable profits on these funds.

But during the past twenty-five years—through boom years, depression years and war years—the

railroads have averaged a return on their net investment of only 3¼%.

In 1947, even with the increased rates recently authorized by the Interstate Commerce Commission and with freight traffic continuing at its record-breaking peacetime level, railroads will probably earn only about half the 6% return which nine out of ten people think is no more than a fair profit, and which is necessary to attract continued investment in these essential railroads.

ASSOCIATION OF **AMERICAN RAILROADS** WASHINGTON 6, D. C.



IN PARTNERSHIP WITH ALL AMERICA



BILLY GLASS (RIGHT) AND TWO MUSICIANS, WHO NORMALLY PLAY ON THE SWEET SIDE, STRIKE UP A SWINGY CHORUS ON THEIR TRANSPARENT INSTRUMENTS

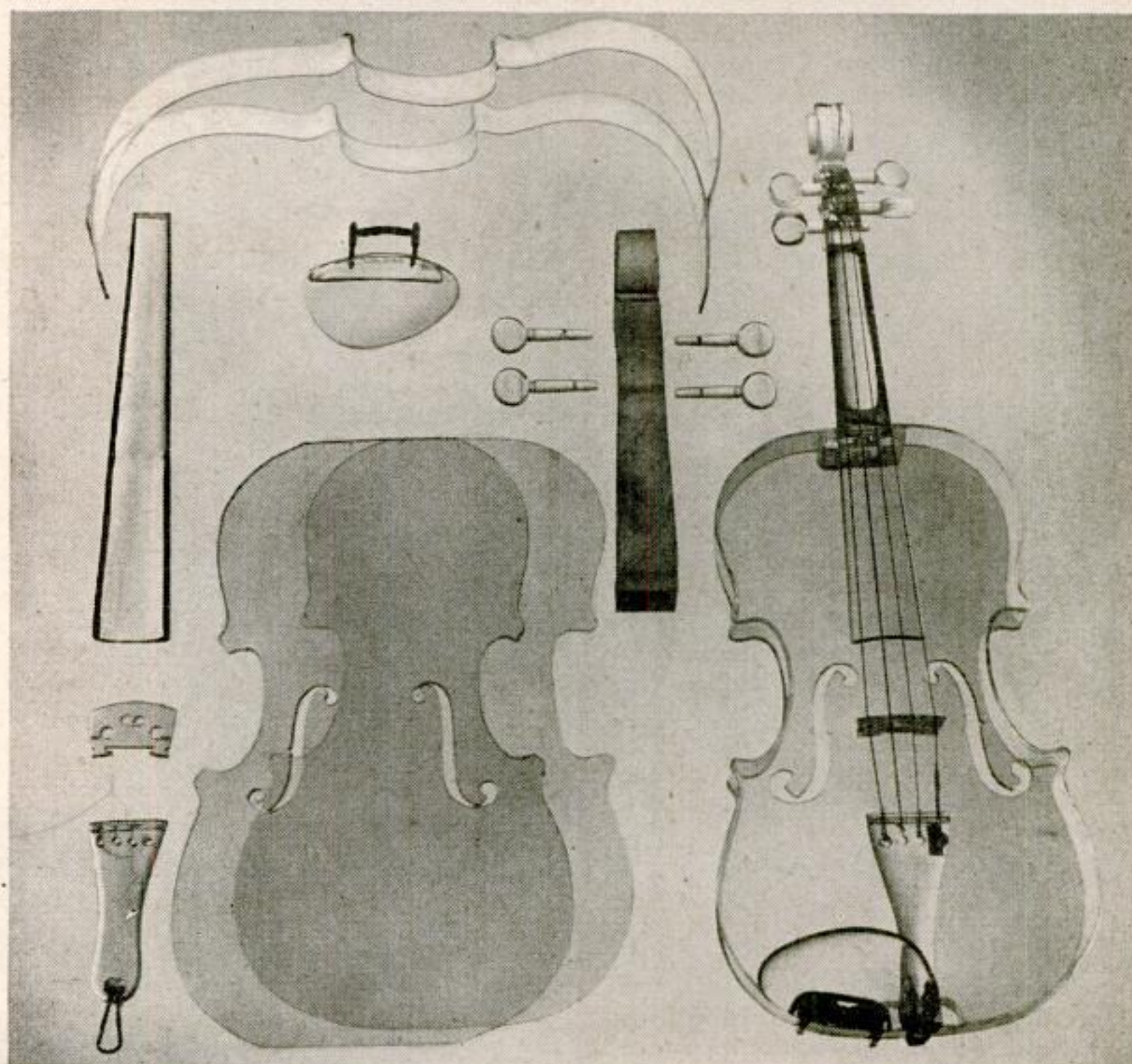
PLASTIC INSTRUMENTS

A New York musician equips his orchestra with almost-invisible violins, clarinets and guitar

In 1939 Billy Glass, a New York pianist and part-time bandleader, visited the World's Fair. His inspection of the crystalline wonders in the House of Glass proved a turning point. Glass was struck by the wonderful possibilities of a musician named Glass conducting an orchestra playing glasslike instruments. Dreaming of a "Billy Glass's Symphony in Glass," he approached plastic manufacturers and instrument firms about making such instruments. They laughed.

Glass stubbornly bought a quantity of Plexiglas and retired to his kitchen. There he made his first violin, cutting out the parts, heating them to 250° in his oven and then shaping them on a cheap, flannel-covered violin especially purchased for use as a mold (p. 135). Like his later instruments this pioneer violin sounded almost like a wooden one but had less volume. Since then Billy Glass has cooked up five other violins, a cello, two bass viols, a set of drums, a guitar and a lid for his piano. He would like to make a whole piano of Plexiglas but is somewhat dismayed at the thought of using his own piano for a mold.

Hollywood and some manufacturers have expressed mild interest in the Glass instruments, which Billy used in a recent Florida engagement. But it is unlikely they will flood the country. While their tone is true it is not exceptional. Plexiglas will not soon replace the Stradivarius.



MAIN COMPONENTS of a violin appear above. Dark block in the center is the neck and scroll, not yet polished. Bridges and sound posts of some violins are wood, some are plastic.



POOR COMPLEXION? See how this cream acts like a "little nurse" to help it back to beauty

Look at your skin. Other people do! Is its natural beauty blurred by dryness, roughness, unattractive skin blemishes?

Then do as thousands of nurses do. Depend on Noxzema Medicated Skin Cream! It works for you 24 hours a day...as a long-lasting powder base, and as a greaseless night cream. See how quickly this medicated formula



soothes and helps soften rough, dry skin...helps heal externally-caused blemishes!

Noxzema is a nurses' beauty discovery which is relied on by millions and millions of women. Over 20,000,000 jars bought yearly.

Get your jar today! At all drug counters—35¢ and 50¢ plus tax

LET NOXZEMA NURSE YOUR SKIN

ABOVE ALL...

UNDER ALL...

DOVE SKIN

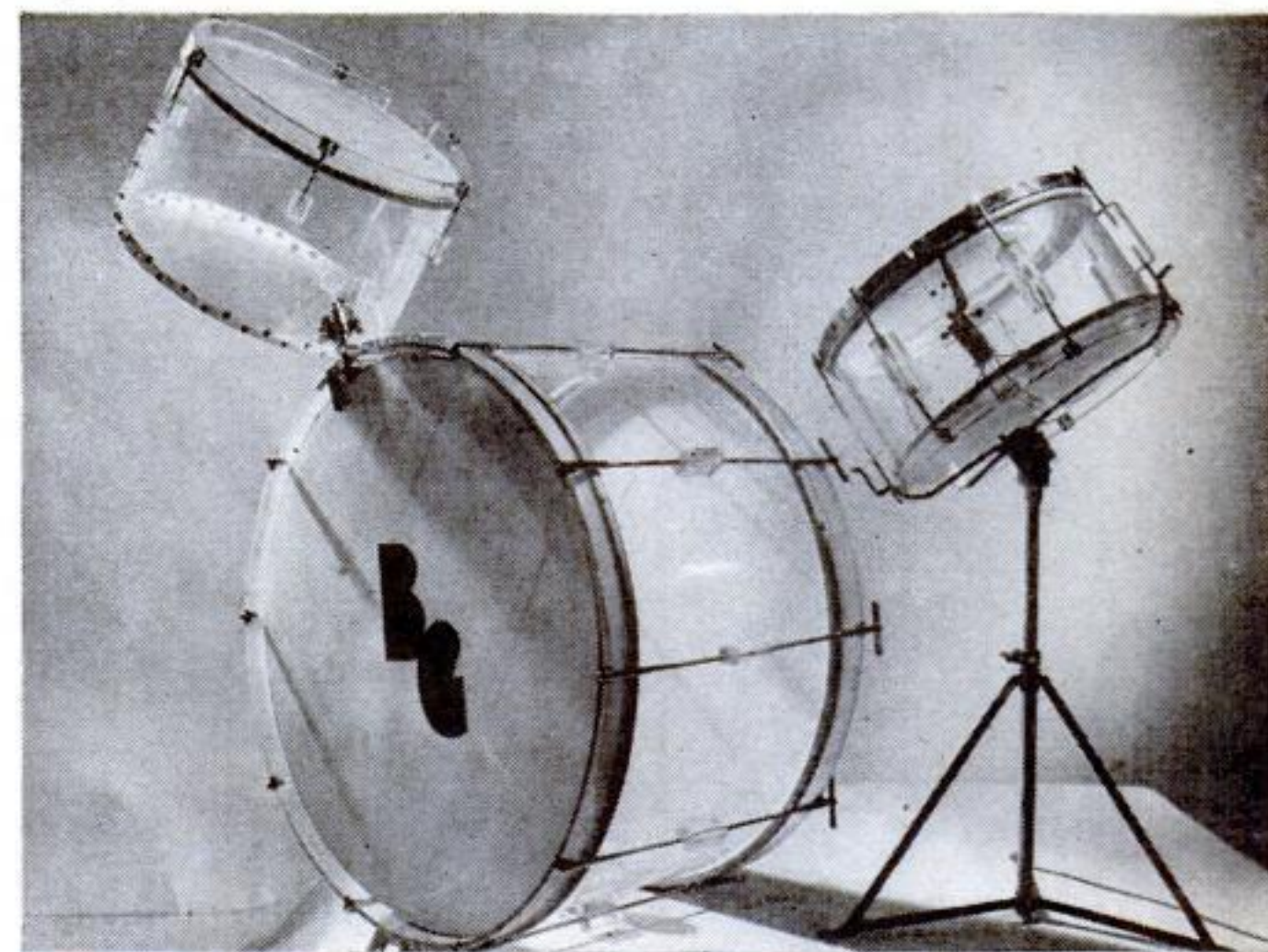
Dove Skin Undies

LUXURAY, NEW YORK 1

Plastic Instruments CONTINUED



DOUBLING IN GLASS, the string section takes a chorus. The violins are slightly heavier than wooden ones. Scrolls are carved from solid Plexiglas.



SET OF DRUMS—tom-tom, bass and snare—have regular heads of hide. As a result of all his instrument-making, Glass is now taking a course in plastics.



THE GLASS SYMPHONY plays ensemble. The basses and cello were hardest to make since their big sections had to be rolled up to fit in the oven.

CONTINUED ON PAGE 139

Sensational New Wallpaper Weaves

Capture the Beauty and "Feel" of Hand-Loomed Fabrics



ONLY IN
UNITED WALLPAPER
Weaves
... FROM FABRIC ORIGINALS BY
Dorothy Liebes

EXCITINGLY NEW! Never before a wallpaper achievement like this! Dorothy Liebes—famous fabric designer—hand-wove the originals... precious fabrics that sell at \$25 to \$150 per yard! Then United Wallpaper stylists captured their thrilling beauty in wallpaper—even to the luxurious nubby-textured fabric feel and warmth!

AMAZINGLY INEXPENSIVE! As low as 90c... none higher than \$2 a roll.* Made of extra heavy paper, too—easier to hang. And so practical! More than 60 gorgeous patterns... all price-marked by the manufacturer... and guaranteed 4 ways: 1. Washable 2. Fadeproof 3. Style-tested 4. Wall-tested to hang and match perfectly.

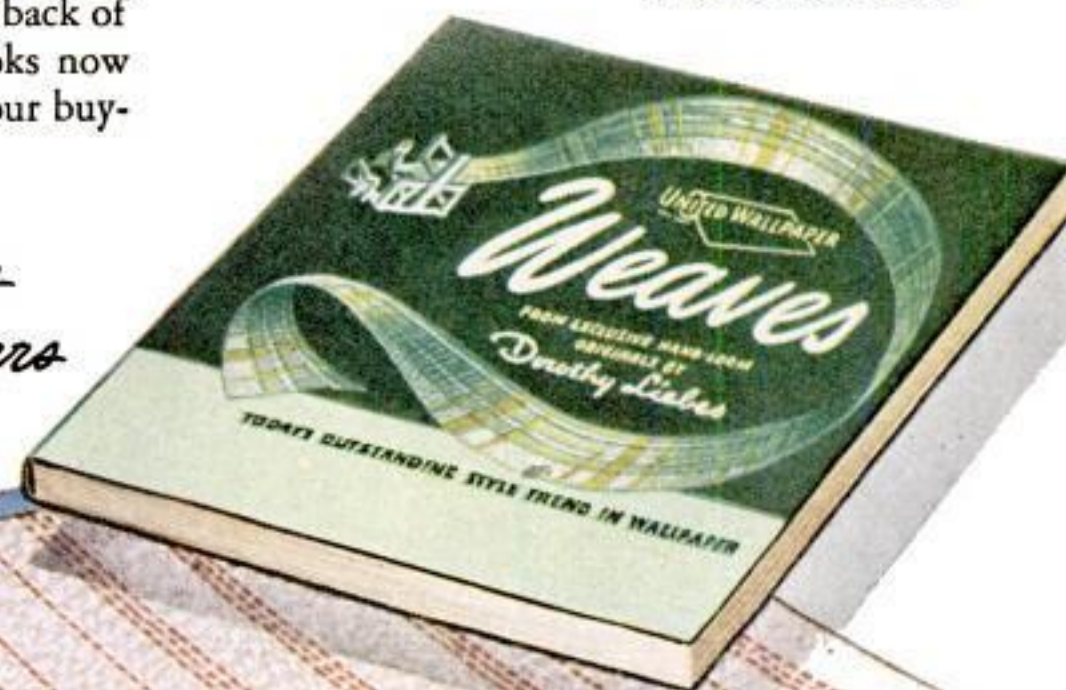
THRILLINGLY DIFFERENT! Definitely a new kind of wall beauty! And creating a sensation from coast to coast! Because they're the perfect decorative background for modern or traditional furniture... fabulously beautiful by themselves in any home, apartment or office, or with companion papers or plain walls!

ABSOLUTELY EXCLUSIVE! Only United Wallpaper offers you the genuine Weaves from fabric originals by Dorothy Liebes. Accept no others! The United Wallpaper seal on the back of every Weave in this Book and other Books now featured by your dealer and decorator is your buying guide to the genuine. Watch for it!

★ These reproductions can only suggest the true beauty of United Wallpaper Weaves. You must see the Wallpapers with your own eyes to understand how accurately United Wallpaper has captured the decorative "feel" of fine hand-woven fabrics. Sixty gorgeous new patterns now available at wallpaper stores, department stores and decorators everywhere.

Ask to see this book—look for this seal which identifies the only genuine Weaves wallpaper.

BEWARE OF IMITATIONS **UNITED WALLPAPER**
Weaves



UNITED WALLPAPER
INC

*World's Leading Designers
and Largest Manufacturers*

Merchandise Mart, Chicago 54, Illinois

Basket Braid ☐
Available in
3 other colorings, too.

✓ Check the Weave
You Prefer—and
Ask Your Dealer for It
by Name

*Slightly higher on the
West Coast and in Can-
ada. Also available in
most foreign countries.

Bamboo ☐
Available in
5 other colorings, too.

Twill Bands ☐
Available in
7 other colorings, too.

Fringe Cloth ☐
Available in
5 other colorings, too.

**60 GORGEOUS
PATTERNS**



"Let's build here—they're certainly good to guests!"

Sensible hosts know that wise guests prefer Calvert.

They enjoy its pleasing lightness,
palatable taste, all-around whiskey agreeableness...

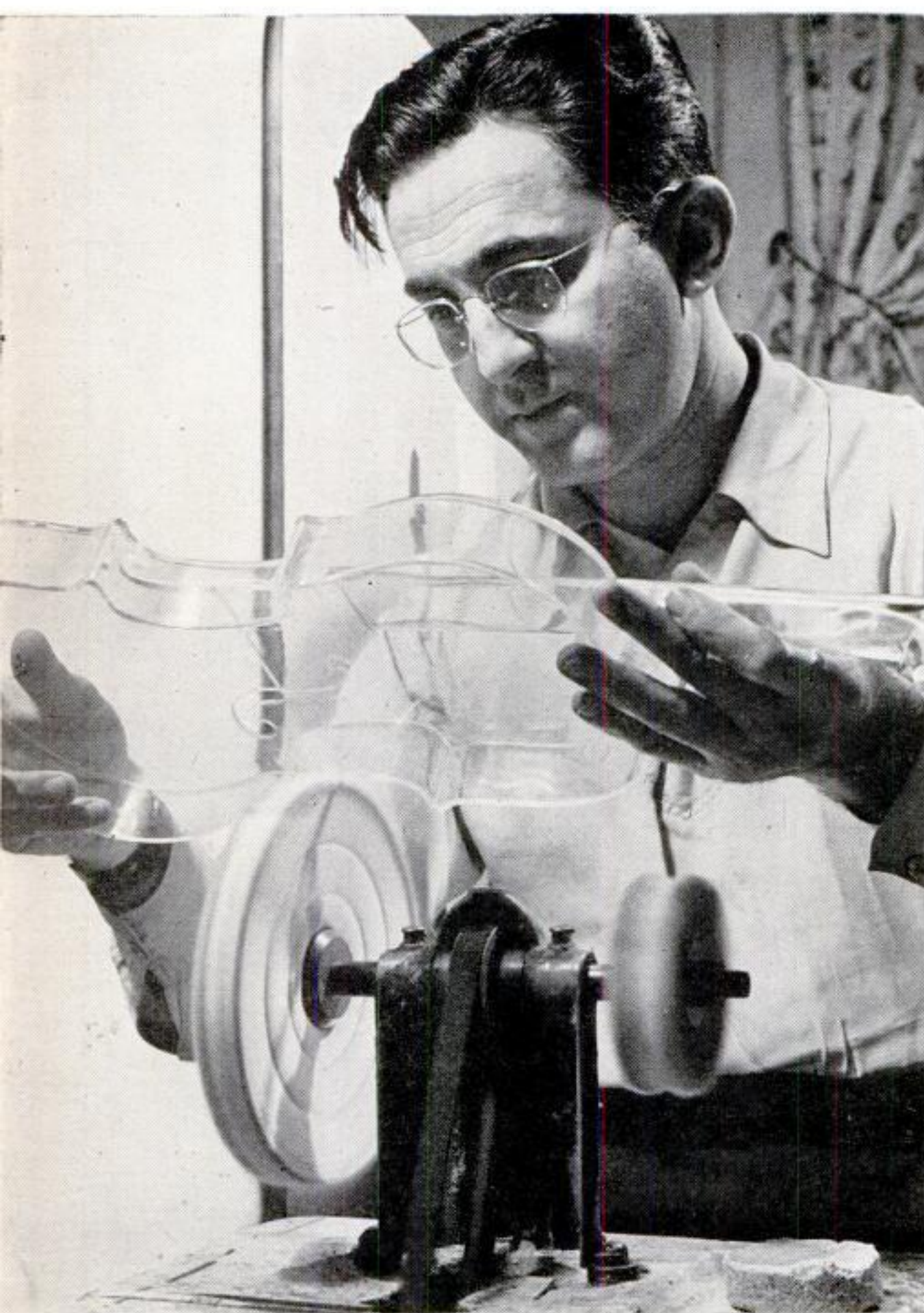
call it "the whiskey of moderation." Have you tried it?

When you do, you'll understand why

Clear Heads Choose Calvert

Calvert
BLENDED WHISKIES
Reserve **OR** *Special*

Calvert Distillers Corporation, New York City. 86.8 Proof. Calvert "Reserve"—65% Grain Neutral Spirits . . . Calvert "Special"—72½% Grain Neutral Spirits



IN HIS KITCHEN Glass buffs the sound box of a new plastic violin to glittering brilliance. He estimates that one violin takes 24 working hours to make.



IN HIS OVEN Glass warms instrument parts, making them pliable, then clamps them to a mold (at bottom). Parts are trimmed, cemented together when cool.

Yes ... he's used to the best!



Guns from Abercrombie & Fitch Co.

He pays \$1000 for his Purdey shotgun...
...yet only 5¢ for the best sparkling water!

EVERVESS Yes, Yes!

Makes drinks taste better—costs less!



YES ... it's bonded for quality by a famous surety company.

YES ... it gives you a dime-size bottle for a nickel!

Product of Pepsi-Cola Company

for Dinner on Mother's Day

A FAMILY TREAT

Your mother will appreciate a fine box of Double Kay Gift Supreme—Order now.

SO FRESH - SO CRISP

for Gin Rummy—Bridge, Luncheon or Cocktail Parties

1/2 lb. serves 8

Look for the sparkling-white electrically heated Double Kay Nut Shop in all good stores in your community—with the dealer's honor guarantee of Double Kay quality—the finest nuts from all over the world—packed fresh for you at moderate prices.

Double Kay NUTS

FRESHNESS TOASTED IN **KK**

Try 1/4 pound of DOUBLE KAY MIXED NUTS—for DINNER NEXT SUNDAY
A special treat the whole family will enjoy

©1947 THE KELLING NUT CO., CHICAGO



GATHERED AROUND FLAMING "G," GLENDALE STUDENTS SING A SCHOOL

Life Goes on a Beach Vacation

California boys and girls flock to seashore
to spend spring holiday in sand and sunshine



DANCING BY DAY to music of a portable radio, students shuffle through the soft footing. Most of them stayed at Balboa Beach for four or five days.



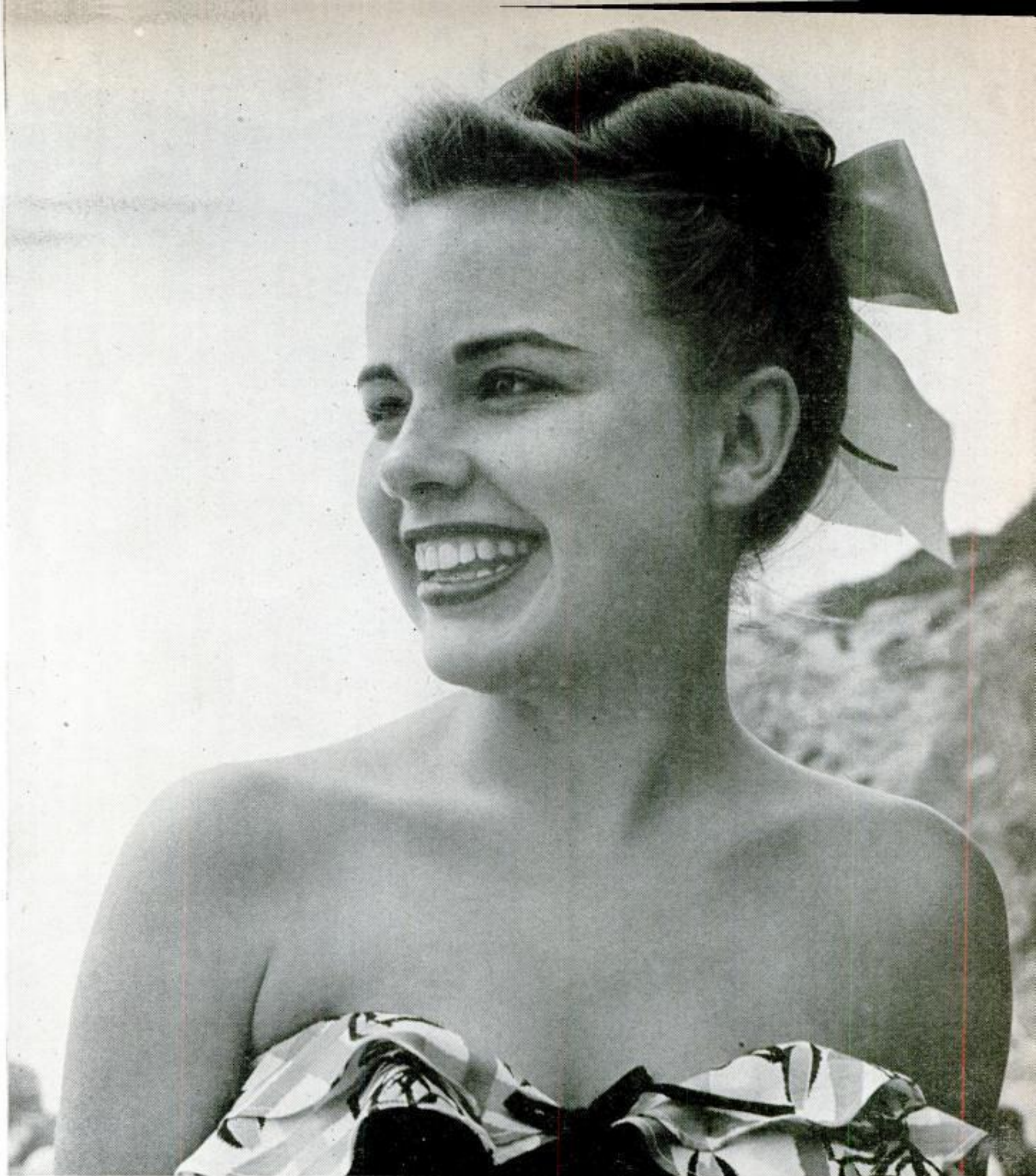
SONG. THE BONFIRE WAS MADE WITH PIECES OF OLD TELEPHONE POLES

Every spring vacation, as if driven by some instinct toward the sea, the high-school boys and girls of southern California stream to Balboa Beach, a finger of sand which curves into the ocean 55 miles below Los Angeles. Invading the small town and swarming over the sands, they turn the beach into a circus of dancers, clowns and pretty girls. Every night for a week the beach sparkles with bonfires and tinkles with the music of portable radios, and the town lights up like a penny arcade.

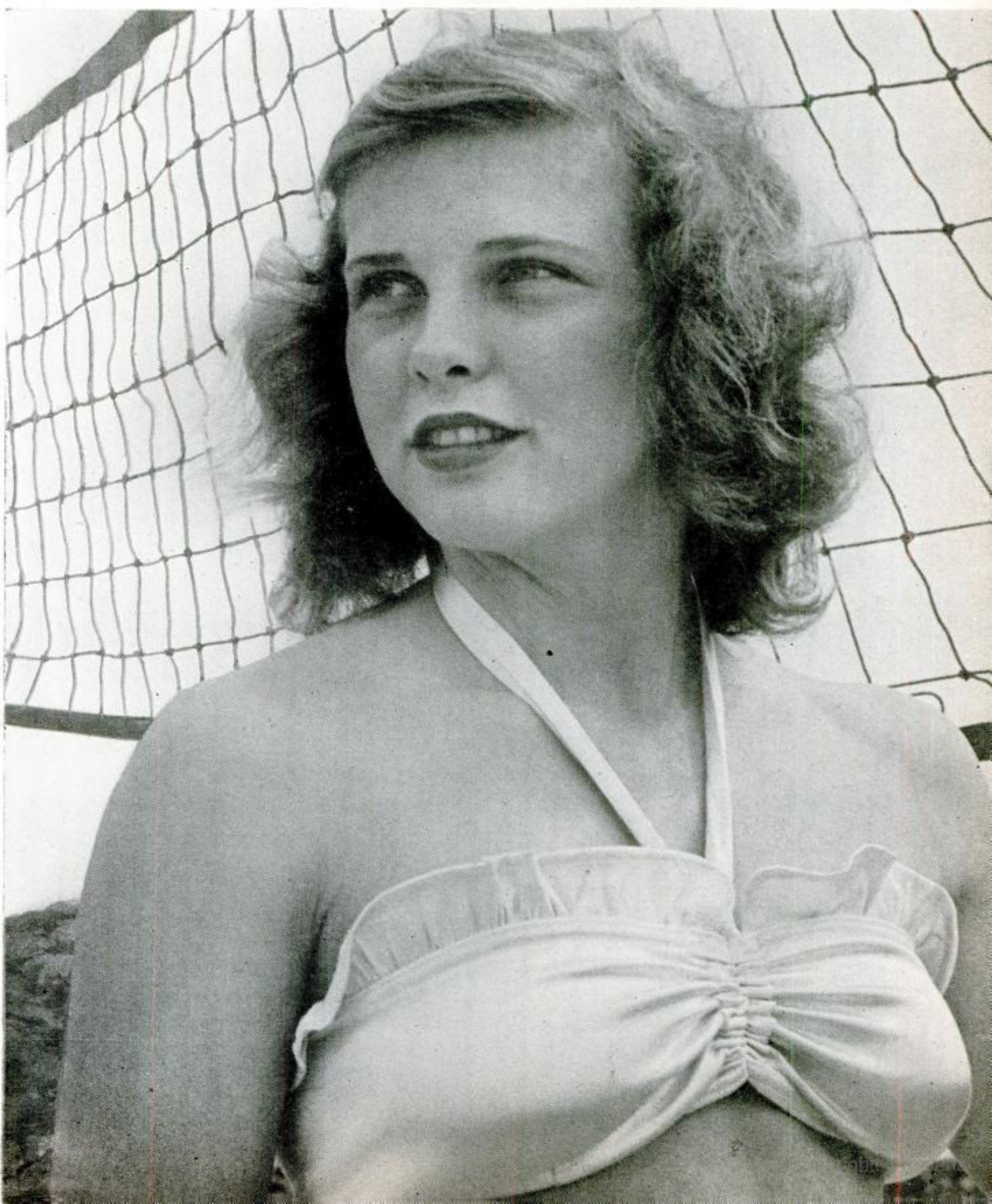
This Easter more than 10,000 boys and girls came to Balboa, in pairs and in mobs, in jalopies and snappy convertibles. The biggest mob of them all—1,600 students—came down from Glendale junior college. It was their first real chance of the year to get out in the warming California sunshine, and they spent almost all their time on the beach, sunbathing, dancing, sailing (*extreme left*) but not swimming much in the still-cold ocean. On their big Beach Night they built a bonfire in the shape of a huge "G" and danced in the dark within its flaming ring.



DANCING BY NIGHT, two jitterbugs hop to swing music broadcast over public-address system. Even in the cool evenings many wore bathing suits.



PRETTY GIRLS like Helen Koford (*above*) and Joan Atwater (*below*), both 18, had lots of chances to show off their bathing suits. They put them on before breakfast, wore them all day every day.



I Thee Wed



The Elia
\$225.00



Symbol of your love is the exquisite loveliness of your Cardinal Bonded Diamond Ring. Actually bonded to guarantee the finest clarity, color and flawlessness.

Cardinal BONDED DIAMOND RINGS
At your jewelers

CARDINAL DIAMOND SYNDICATE • ST. LOUIS • LOS ANGELES • MILWAUKEE

Millions solve
Laxative problem
this
healthful way:



JUICE OF ONE
FRESH LEMON



IN A GLASS
OF WATER



FIRST THING
ON ARISING



Lemon and water, when taken first thing on arising, makes harsh laxatives entirely unnecessary for most people.

This natural fruit drink—simply the juice of a lemon in a glass of water—is all that most people need to insure prompt, gentle, *normal* elimination. And unlike harsh laxatives, which irritate the system and impair nutrition, lemon and water is *good* for you!

Millions Take Lemons for Health
Lemons are among the richest sources

of vitamin C, which helps to restore energy and to resist colds and infection. They supply valuable amounts of B₁ and P. They alkalinize. They aid appetite and digestion. National surveys show 12,000,000 Americans now take lemon and water as a regulator or health builder.

Not sharp or sour, lemon and water has only enough tang to be refreshing: clears the mouth, wakes you up. Try it 10 days and see if you don't benefit.



Keep regular the *healthful* way!
LEMON and WATER
—first thing on arising

Beach Vacation CONTINUED



ALL SORTS OF BOATS were at Balboa. Most novel were "shark boats," made from two airplane belly tanks and outboard motor. Passengers got wet.



PADDLE BOARDS were more common. Here two Glendale teams race past a marker buoy in a photo finish. Man in the background is too lazy to race.



DINGHY sinks under its load of five passengers who hastily abandon ship. Vacationers used everything from speedboats and yachts to Army life rafts.

CONTINUED ON PAGE 141



Aunt Mother "What a sensible idea, Maude, giving Nancy her own room for her 15th birthday."
Maude "Yes, and really inexpensive... even with this Cheney wool-and-mohair fabric on the sofa and chair."
Aunt "Imagine! In my day, when you said 'Cheney,' it always meant silk."

True enough! Generations of aunts and nieces have known Cheney for Silk. Today's generation finds the same superb character in silk weaving. And, in addition, people nowadays know Cheney means exceptional design and weaving in every type of fabric they wear or live with.



Is it nylon? Cheney does magic things with the magic yarn... in slips of gossamer lightness, or in handsome raincoats of strong sharkskin nylon.

Is it wool-and-mohair, as in the furniture pictured? Cheney weaves its terry-cloth texture, dyes it in lovely, soft pastels, treats it to



guarantee it 5 years against moths.

Is it bright prints in rayon dresses? Cheney precision methods apply the designs with fidelity, the colors with the true richness of the artist's original sketch.

All this while other Cheney experts design and produce the exquisite drapery fabrics for which this century-old company of craftsmen is internationally recognized. Fabulous silks... smart,



contemporary fabrics of rayon, of blends of natural and synthetic fibres.

Which is why Cheney means many things to millions. Men recognize it in ties and robes, and in nylon windbreakers. Decorators in upholstery fabrics. Makers of fine under and outer wear seek it for their products.



Cheney is a name to know... you'll see it or you'll sense it in Today's and Tomorrow's fine fabrics.

CHENEY BROTHERS

350 FIFTH AVENUE, NEW YORK 1, NEW YORK
 MILLS AT MANCHESTER, CONNECTICUT
 Also at Manchester, a subsidiary... Pioneer Parachute Company

Manufacturers of fabrics of exceptional quality since 1838 • SILK • NYLON • RAYON • WOOL • COTTON • LINEN • MOHAIR

*"A strike—a three-ring strike,
We're rich!" cried Alkali Ike.
And heading for town by the shortest trail,
They staked their claim to some Ballantine Ale.*




*Great favorite since 1840...
it's America's largest
selling Ale*

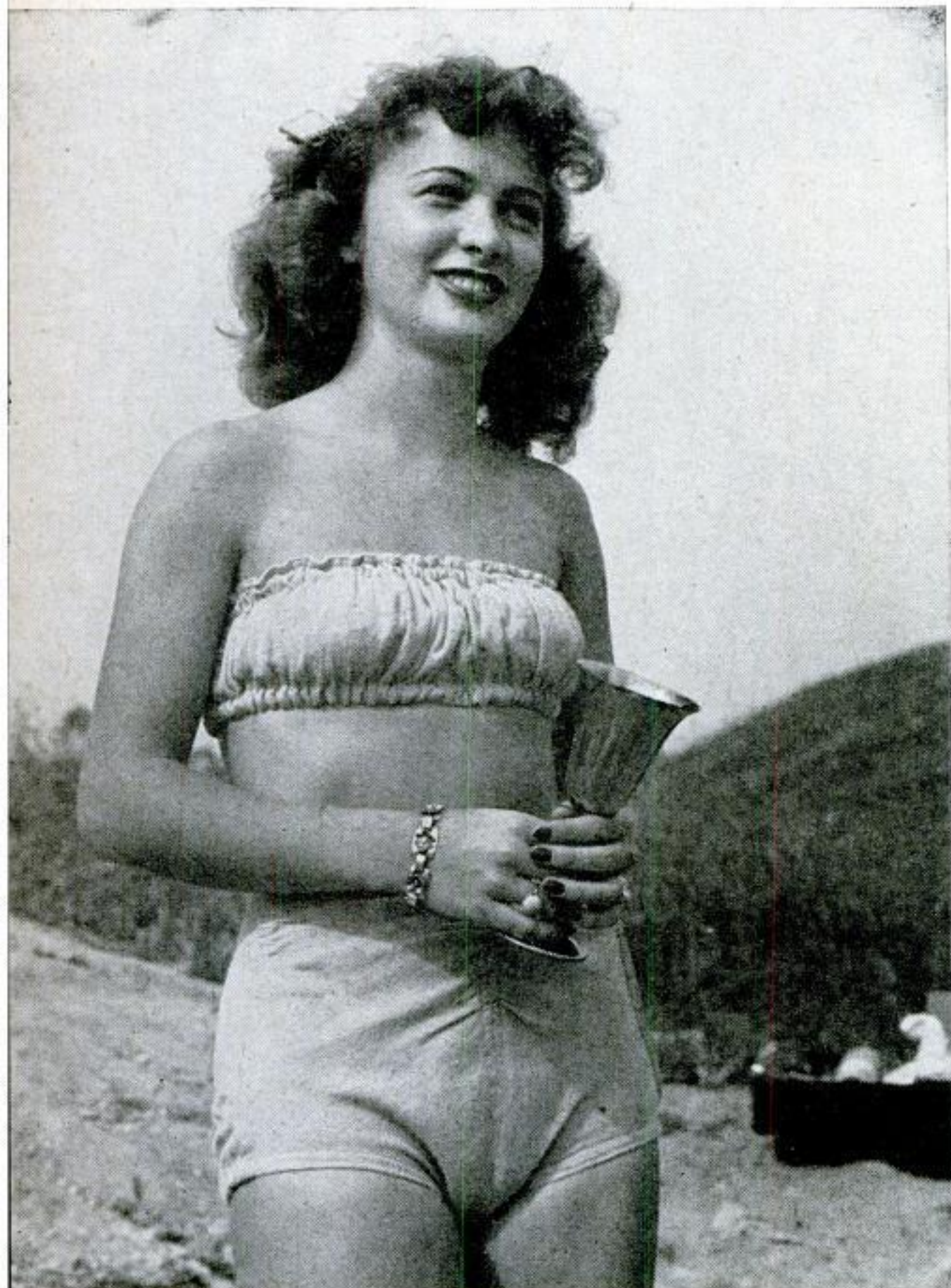
Back in 1840, when his ale was ripe and ready, Peter Ballantine took one drink to judge PURITY, a second for BODY, a third for FLAVOR, and chose for his trade mark the three moisture rings left by his glass on the table.

Today, this famous trade mark is *your* guide to the finest of ale. Look for the 3 rings; call for "Ballantine" . . . *America's largest selling Ale.*



P. Ballantine & Sons, Newark, N. J.

BALLANTINE  ALE



BATHING BEAUTY Joan Corbett holds the gold-plated cup she won in beauty contest judged by faculty members. Joan is a freshman at Glendale College.



BEACH CLOWN'S ancient suit won first prize in men's novelty contest.



SHEEPISH CONTESTANT poses in a suit called "Spirit of Glendale."



ARMS AND LEGS cluttered the whole beach when Glendale students spread out on their towels to sunbathe. They used gallons of lotions and suntan oil.

NEW **Lustre-Creme Shampoo**

**LEAVES YOUR HAIR SOFTER,
MORE LUSTROUS... EASIER TO MANAGE**

*Not a liquid — Not a soap — but a
revolutionary new CREAM shampoo
that gives amazing results!*



*See how soft—how shining—
how easy to manage your hair can be
with Lustre-Creme Shampoo!*

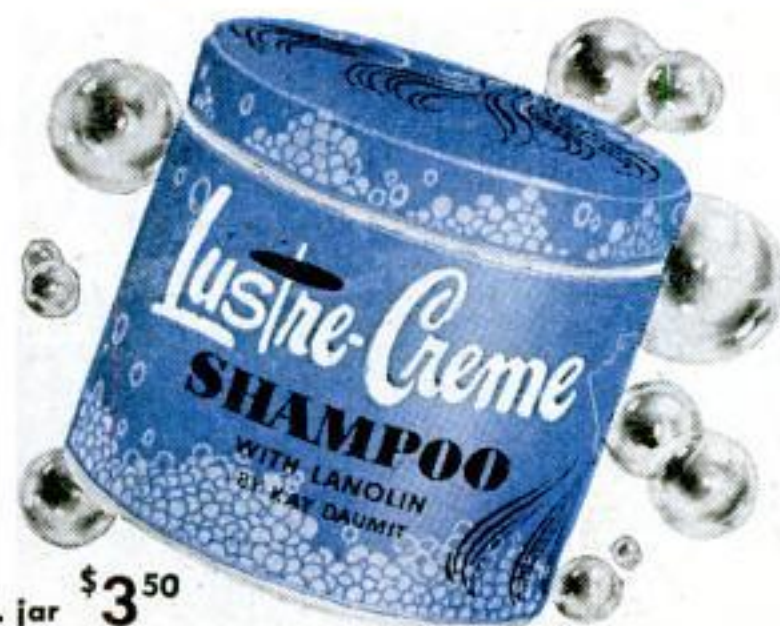
Now, millions of women can have softer, more radiant and glamorous hair that's also easy to manage—thanks to a remarkable cream-shampoo discovery—Lustre-Creme Shampoo by Kay Daumit!

Lustre-Creme Shampoo was created by the genius of Kay Daumit. Out of her wealth of cosmetic lore, she selected lanolin with special secret ingredients to achieve an almost-magic new formula. Once you try Lustre-Creme Shampoo you'll find its abundant, pleasant lather offers these advantages—compared to soap and liquid soap shampoos you've used before:—

1. Lustre-Creme Shampoo leaves hair glowing soft and brilliant, as though it had been given lots of good brushing.
2. Not drying.
3. Leaves no dulling soap film.
4. Your hair is easier to manage, easier to arrange.
5. No vinegar or lemon rinse.
6. Works just as well in hard water.

So, no matter how you've been shampooing, you owe it to your hair to try Lustre-Creme Shampoo. See how soft, how naturally lovely, how brilliantly alive and well-behaved your hair can be. Simple and easy to use. Economical—a little does so much. Ask for Lustre-Creme Shampoo at cosmetic counters in department and drug stores.

KAY DAUMIT, INC. (Successor)
540 North Michigan Avenue, Chicago, Illinois



4 oz. jar \$1⁰⁰ • 1 lb. jar \$3⁵⁰

to Mother

I'm sending this note and
a little gift too,
In a color that somehow
reminds me of you
For mothers are always...
in all ways **true blue**

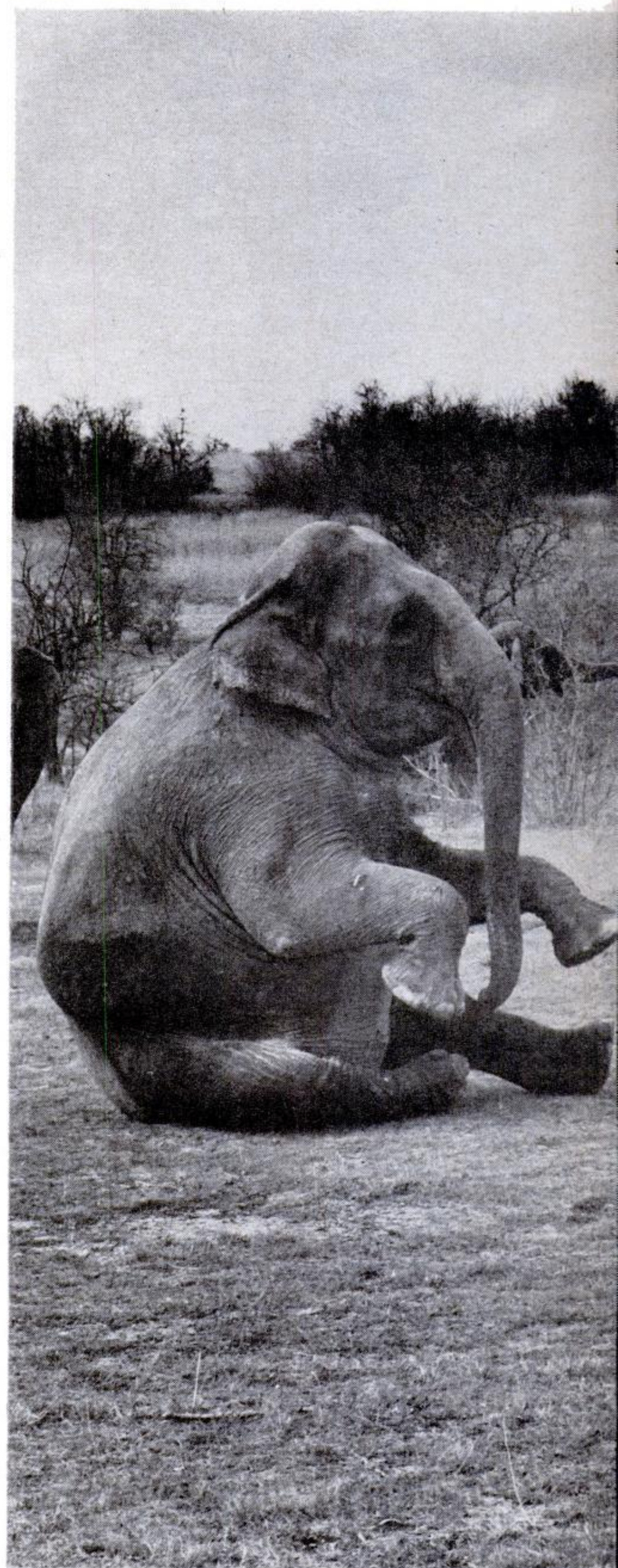


Here's her **Mother's Day** gift... her own Registrar
billfold—the smartest thing seen in handbags in
this spring's smartest shade! She'll carry your photo with her
always in its clever Registrar photo-card case. At better stores \$5.00.
Others \$3.50 to \$15. Matching Key Gard \$2.50. Plus tax.

Princess Gardner



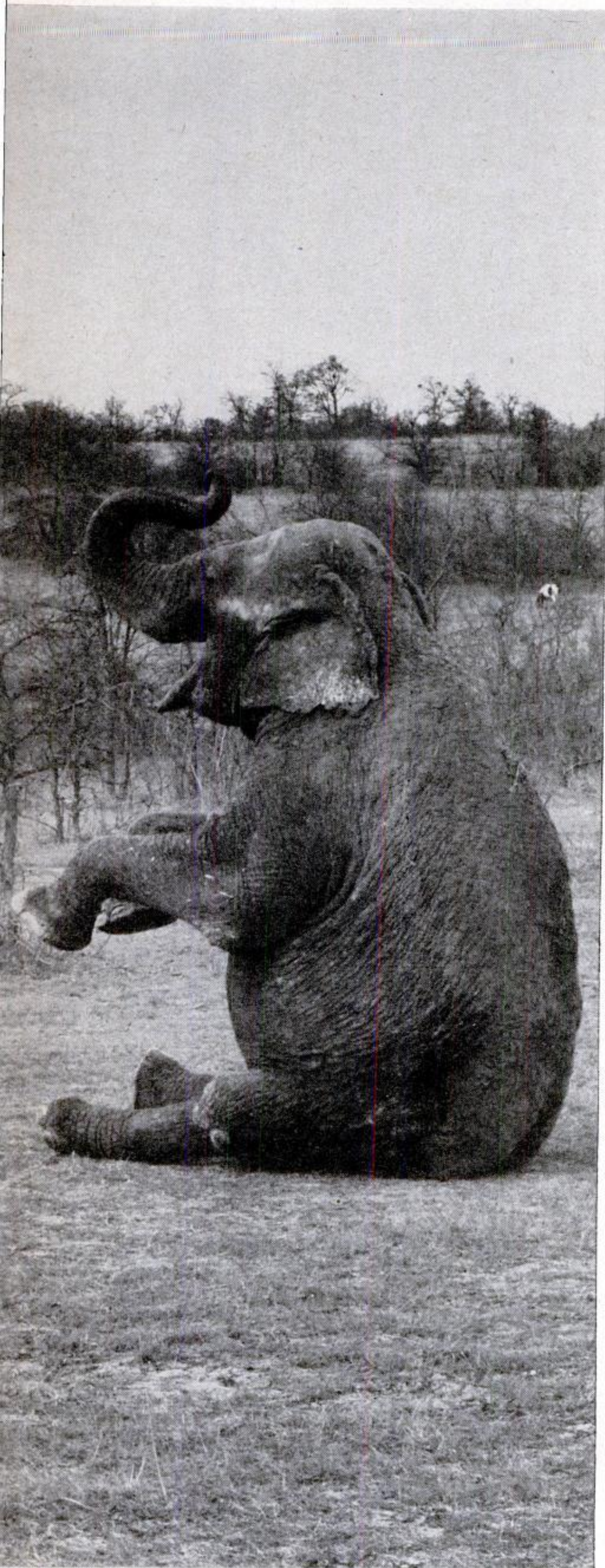
makers
of the famous
Registrar



MYRTLE (LEFT) AND DAISY, TWO OF THE MAIN ATTRACTIONS OF THE

VACATIONING ELEPHANTS

Resting up for the coming circus season, two
performing pachyderms sit down in a pasture



MILLER BROS. CIRCUS, RELAX IN AN OKLAHOMA FIELD BETWEEN JOBS

Pausing for a breather between a busy winter schedule of movie tints and their coming summer grind under the Big Top, the two veterans (above) of the Al G. Kelly-Miller Bros. Circus were resting quietly in their haunches in a pasture outside Hugo, Okla. when LIFE Photographer Cornell Capa took this picture. Hugo, the show's winter quarters and a real circus town, gives tired show folk an opportunity to settle down for a while and enter into community life. To both people and animals like these elephants and to birds like the ostrich on the next page, Hugo is a fine place to loll around; rest and not be stared at.

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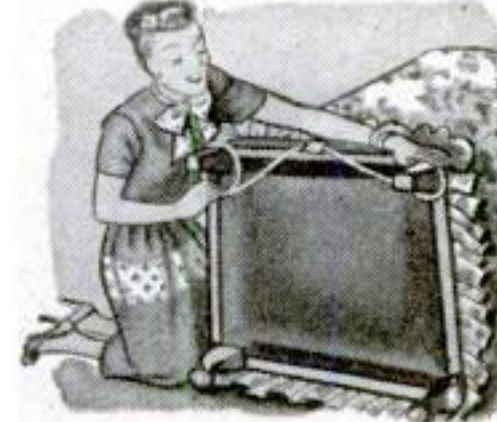
SURE-FIT SLIP COVERS—at party-time, or anytime—can give your living room gay, inviting charm. You'll find covers to suit every season. Lovely floral-blooming prints, smart stripes, textured weaves, in fine cretonnes and knitted fabrics. All with special new features to make them look and fit like costly custom-mades.



IT'S EASY! THEY'RE READY-TO-PUT-ON! Sure-Fit Slip Covers are precision-tailored to fit. Just slip them on... presto!... it's done.



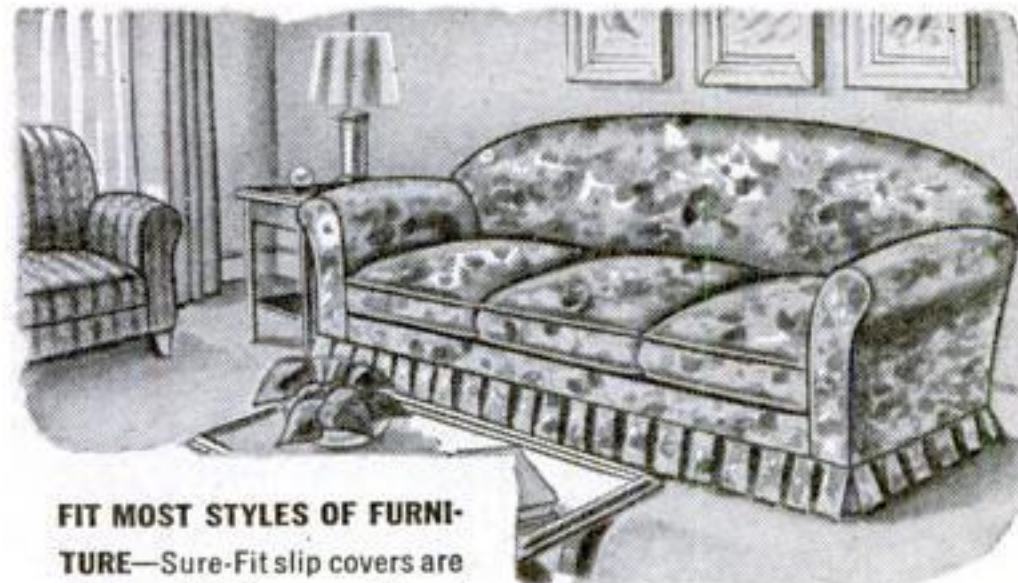
NEW EXCLUSIVE FEATURE
Lastex
—Patented Lastex back panel on cretonne covers gives smooth, trim custom look.



NEW STA-FAST FEATURE—Patented device keeps covers from sliding, creeping, twisting. Gives them snug fit and trim appearance.



DRAX FINISH—Famous new process keeps knitted covers band-box fresh. Repels soil, water. Stains and spots wipe off with damp cloth.



FIT MOST STYLES OF FURNITURE—Sure-Fit slip covers are designed to fit many styles of furniture—for chairs, sofas, davenos, studio couches.



Sure-Fit

sold at leading department and furniture stores everywhere

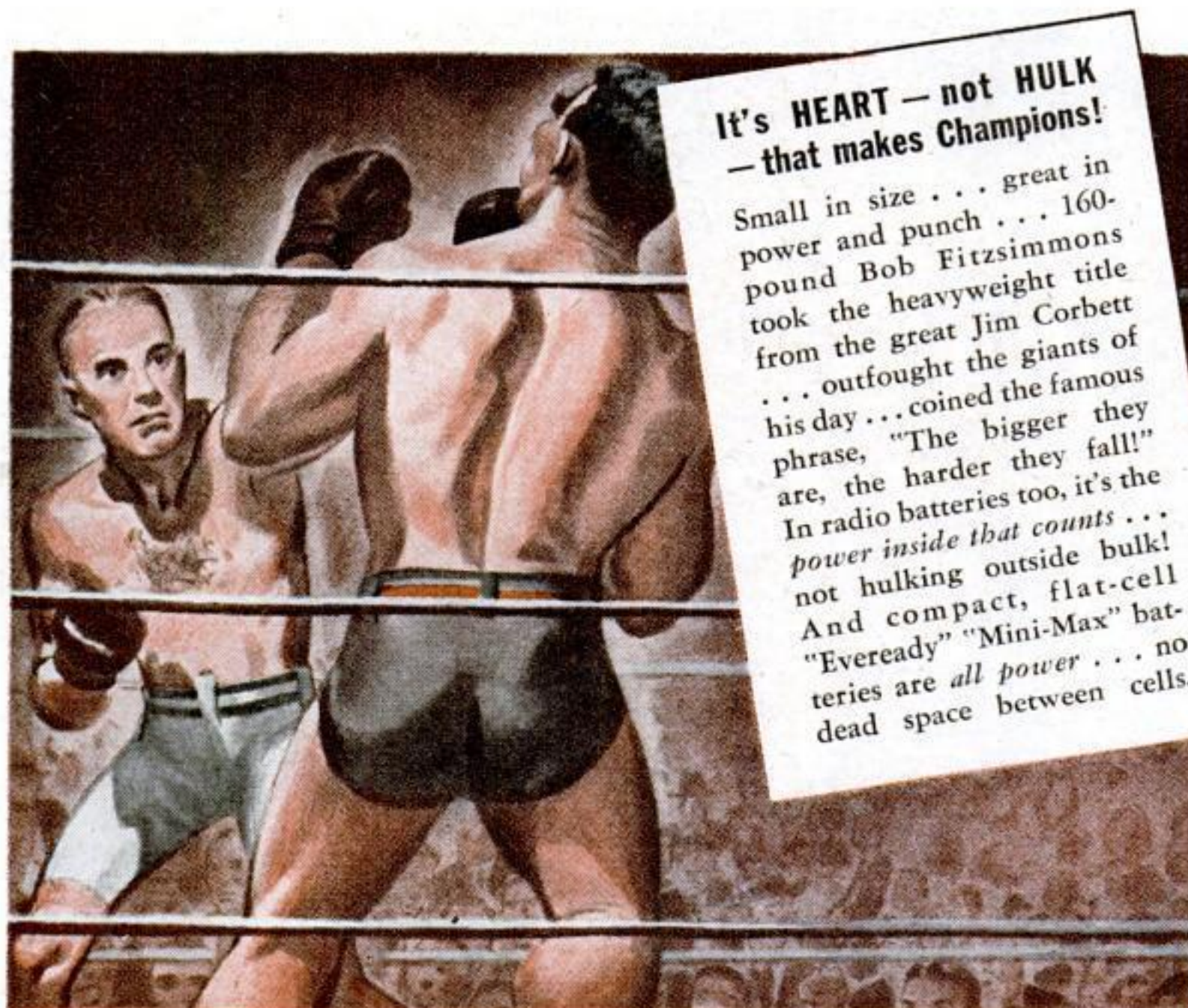
ready-to-put-on SLIP COVERS

353 FIFTH AVE., NEW YORK 16, N.Y.

Get the LIGHTWEIGHT CHAMPION with the HEAVYWEIGHT PUNCH_ "EVEREADY" PORTABLE RADIO BATTERIES

ONCE for ounce, the greatest energy producers . . . size for size, the most compact, "Eveready" "Mini-Max" batteries are the finest power supply you can buy for your portable radio.

Designed differently from any other radio battery in the world, they pack more energy into the same, or smaller, space. You have less bulk to carry . . . you get more full-volume performance . . . save because you change batteries less often! For portable radio reception at its best . . . always buy "Eveready" brand batteries!



It's HEART — not HULK
— that makes Champions!

Small in size . . . great in power and punch . . . 160-pound Bob Fitzsimmons took the heavyweight title from the great Jim Corbett . . . outfought the giants of his day . . . coined the famous phrase, "The bigger they are, the harder they fall!" In radio batteries too, it's the power inside that counts . . . not hulking outside bulk! And compact, flat-cell "Eveready" "Mini-Max" batteries are all power . . . no dead space between cells.

SEE THE DIFFERENCE!



Left — "Eveready" "Mini-Max" battery is tightly packed with active materials — more energy in the flat cells. Right — Ordinary battery contains pitch, cardboard, and air — waste space between the round cells.



NATIONAL CARBON COMPANY, INC.

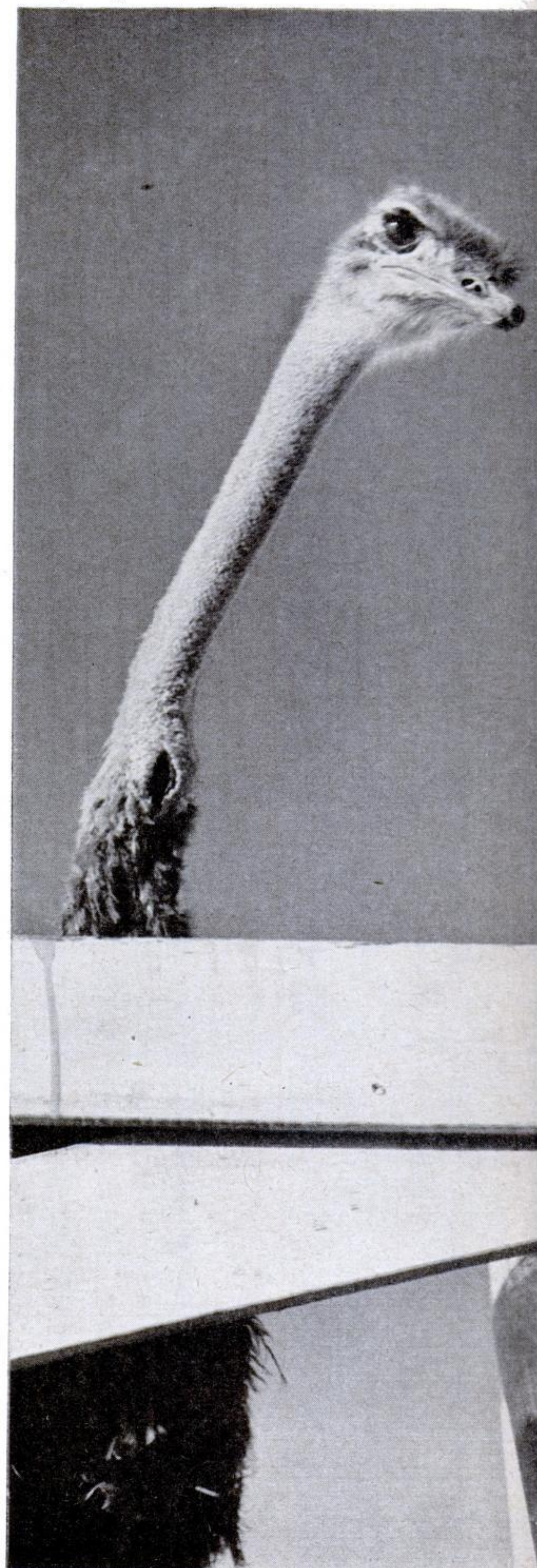
30 East 42nd Street, New York 17, N.Y.

Unit of Union Carbide and Carbon Corporation



EVEREADY
TRADE-MARKS
MINI-MAX
RADIO BATTERIES

The registered trade-marks "Eveready" and "Mini-Max" distinguish products of National Carbon Company, Inc.



JEFF THE OSTRICH looks quizzically over the back fence at Obert Miller's circus farm. Hole in his neck, at collar-button level, came from barbed wire.

*At its
pre-war
best*

Reserve

Feature Attraction

To rate star billing as a host, set the stage with magnificent *Manhattans* . . . made with the finest-tasting *Three Feathers* bottled in 64 years.

This smoother, lighter, richer whiskey is always the "feature attraction" at any gathering!

THREE FEATHERS
Reserve

First Among Fine Whiskies

Blended Whiskey 86 proof. 65% grain neutral spirits. Three Feathers Distributors, Inc., New York

THREE FEATHERS
Blended Whiskey
a perfect blending of pure corn and neutral spirits selected for quality and distinction
A MANHATTAN, AN OLD FASHIONED WHISKEY OR SUPERLATIVE EXCELLENCE HONORED BY WHOEVER WHO APPRECIATE THE BEST
BOTTLED AND BOTTLED FOR THREE FEATHERS DISTRIBUTORS, INC.
NEW YORK, N. Y.

East and West Agree on A-B-C
"Chesterfield is by far
our Largest Selling Cigarette"

Sherman Billingsley's STORK CLUB IN NEW YORK
Robert H. Cobb HOLLYWOOD'S BROWN DERBY

A ALWAYS Milder
B BETTER TASTING
C COOLER SMOKING
Always Buy CHESTERFIELD

RIGHT COMBINATION ✦ WORLD'S BEST TOBACCOS • PROPERLY AGED